



# University of Pretoria Yearbook 2018

## Integrated brand communications 224 (BEM 224)

**Qualification** Undergraduate

**Faculty** [Faculty of Economic and Management Sciences](#)

**Module credits** 16.00

**Programmes** [BCom](#)

[BCom Business Management](#)

[BCom Entrepreneurship](#)

[BCom Informatics Information Systems](#)

[BCom Marketing Management](#)

[BA Visual Studies](#)

[BConSci Clothing Retail Management](#)

[BConSci Food Retail Management](#)

**Service modules** Faculty of Engineering, Built Environment and Information Technology

Faculty of Humanities

Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 120 GS

**Contact time** 3 lectures per week

**Language of tuition** Afrikaans and English are used in one class

**Department** Marketing Management

**Period of presentation** Semester 2

### Module content

Integrated brand communications approach, marketing communication planning, objectives and budgets for integrated marketing communications, principles and strategising of marketing communication elements, new media, the brand name communication process, marketing metrics and evaluation for marketing communication effectiveness.

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