



University of Pretoria Yearbook 2016

Integrated brand communications 224 (BEM 224)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
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.
Module credits	16.00
Programmes	BAdmin International Relations BCom Business Management BCom Economic and Management Sc BCom Entrepreneurship BCom Informatics: Information Systems BCom Marketing Management BCom Recreation and Sports Management BA Option: Sport and Recreation Management BA Visual Studies BConsumer Science Clothing: Retail Management BConsumer Science Foods: Retail Management
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	BEM 110 GS
Contact time	3 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	Marketing Management
Period of presentation	Semester 2

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