

University of Pretoria Yearbook 2017

Integrated brand communications 224 (BEM 224)

Qualification Undergraduate

Faculty Faculty of Economic and Management Sciences

Module credits 16.00

Programmes BAdmin International Relations

BCom

BCom Business Management

BCom Entrepreneurship

BCom Informatics Information Systems

BCom Marketing Management

BCom Recreation and Sports Management

BA Sport and Leisure Studies Sport and Recreation 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 is used in one class

Academic organisation 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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