

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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