



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.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.