

University of Pretoria Yearbook 2021

Integrated marketing communications 224 (BEM 224)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
NQF Level	06
Programmes	BCom
	BCom Informatics Information Systems
	BCom Marketing Management
	BA Visual Studies
	BConSci Clothing Retail Management
	BConSci Food Retail Management
Service modules	Faculty of Humanities
	Faculty of Natural and Agricultural Sciences
Prerequisites	BEM 120 GS
Contact time	3 lectures per week
Language of tuition	Module is presented in English
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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