

BU7101 Integrated Marketing Communication



Course Aim The aim of this course is to introduce students to the importance of integrated marketing communication and the tools to effectively evaluate and implement an integrated marketing communications campaign.

Short Title

Faculty Business

Polytechnic Level

Credits 15

Pre-requisites BU6001 Or BSB5001 or BSB5000

Co-requisites Nil

Anti-requisites BSB6101

Version 1

Effective From September, 2016

Indicative NQF Level 7

Student Contact hrs 60

Self-directed hrs 90

Other directed hrs 0

Total learning hrs 150

Learning

On successful completion of this course, students will be able to:

Outcomes

- 1 Identify, illustrate and explain the integrated marketing communication process.
- 2 Analyse existing and create new integrated marketing communication plans for different product/service categories.
- 3 Work effectively in a team to evaluate, create and implement an integrated marketing communication campaign.
- 4 Demonstrate appropriate use of workplace skills and technology.

NQF Sub-strand

Theoretical
Understanding
Practical
Application of
knowledge
Autonomy,
Responsibility,
Context
Communication,
ICT, Numeracy