



## **MARKETING COMMUNICATIONS**

### **Objectives:**

The aim of this course is to expand the student's knowledge of the role of Integrated Marketing Communications in an organisation, with emphasis on promotional objectives, management of advertising efforts, personal selling, sales promotion, direct networking, public relations and sponsorship as components of an organisation's integrated marketing communications activities. It is of the utmost importance that students should not only require a working knowledge of all the fundamental concepts involved, but also develop a strategic, practical approach in applying the subject material.

Students are required to:

- understand the principles of communication
- understand the six basic concepts of an integrated marketing communications (IMC); and
- to think strategically regarding marketing communications.

### **Content:**

- Advertising
- Personal Selling
- Sales Promotion
- Other forms of Promotional Strategy
- Coordination and Control

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