



Undergraduate programmes

Syllabus

Marketing Communications 2

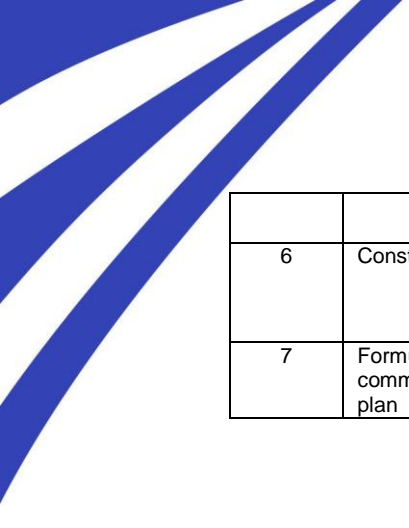
Module Code: MC201
Credits: 20
IMM GSM: Year Level: 2
NQF Level: 6
Nature: Core
Status: Undergraduate

Module Specific Outcome/s

Apply the principles of Integrated Marketing Communications (IMC).
 Communicate clearly and appropriately in a range of marketing contexts.
 Develop a detailed marketing communications plan.

Description of Units

Unit	Description	Learning Outcomes
1	Fundamental aspects of integrated marketing communications	Identify and explain the fundamentals of an IMC. Explain the model of the 'Marcom' process. Discuss the framework for comprehending strategic and tactical aspects of marketing communications. Explain Marcom's role in enhancing brand equity and influencing consumer behaviour. Explain the importance of achieving Marcom accountability. Discuss the principle of 'return on marketing investment'. Understand the methods used to measure Marcom effectiveness. Explain the role of Marcom in facilitating the potential success of new brands. Explain the process of brand naming and developing packaging.
2	Fundamental Marcom decisions based on the marcom-process model	Explain Marcom targeting. Understand and explain the positioning process. Integrate the concept of positioning with the fundamentals of consumer behaviour. Explain the concept of meaning creation. Set objectives of establishing a budget.
3	Advertising management	Discuss the role of messages, media and measurement. Explain the advertising management process. Present an argument for investing or disinvesting in advertising. Explain and apply the fundamentals of advertising creativity and its importance. Understand the specific forms of creative messages and be able to apply these concepts. Understand the various measures of advertising effectiveness. Explain media planning and analysis. Develop a media plan. Explain the concepts, terms and metrics for each specific media type. Analyse traditional media (newspapers, magazines, radio and TV). Analyse internet advertising. Explain other forms of media including direct mail and database marketing, videogame advertising, brand placement, cinema advertising.
4	Sales promotions	Discuss the characteristics of trade-orientated promotions. Understand the concept of sales promotions. Explain the generalisations regarding trade-promotion effectiveness. Describe consumer-orientated forms of sales promotions.
5	Other marketing communications tools	Understand marketing-orientated public relations. Explain the importance of word-of-mouth and the management thereof. Discuss events sponsorships and cause-related marketing Understand on-premise business signage.



		Understand out-of-home (off-premise) advertising. Explain in-store point-of-purchase advertising
6	Constraints of the Marcom process	Understand and discuss ethical issues in marketing communications. Identify Marcom related regulatory and environmental issues.
7	Formulating a marketing communications plan	Develop a detailed marketing communications plan for a student-selected product (new or established).