

Area of study: Marketing

Integrated Marketing Communications (MKT03)

Introduction

Communications professionals are now taking on more responsibilities for their programmes and strategies. They are empowered to shape the way in which marketing organisations do business. Managers who take this module will be at the forefront of the important integrated marketing communications (IMC) movement that strives for an integrated brand experience on the part of the customer. This module is designed for managers who will become decision makers in organisations concerned with advertising, public relations, sales promotions, marketing, and product management.

Target Audience

- Business owners
- Managers involved in marketing, advertising, product marketing, product management and public relations
- Creative directors
- Sales managers
- Customer-facing employees

Benefits

Upon completion of this module, you will be able to

- describe and justify IMC guiding principles
- estimate the value of customers and prospects
- plan message delivery and content
- estimate the return on customer investment
- conduct post-programme analysis
- relate IMC efforts to brand equity and shareholder value
- describe and discuss challenges faced by IMC integration in organisations

Topics

Marketing Communications describes the evolution of IMC and the stages through which organisations evolve when adopting IMC practices.

Promotion introduces various promotional tactics that marketers can use to stimulate product and service demand.

Sales Force examines the challenges of maximising the value of your sales force in the delivery of customer loyalty and revenues.

Duration

Approximately 9 hours over 3 weeks

Course Progression

Core module for Certificate in Marketing

Certificate

Completion certificate awarded by U21Global with the crests of the partner universities