COURSE DETAIL

INTEGRATED MARKETING COMMUNICATIONS
Country Barbados
Host Institution University of the West Indies
Program(s) University of the West Indies
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 150
UCEAP Course Suffix
UCEAP Official Title INTEGRATED MARKETING COMMUNICATIONS
UCEAP Transcript Title INTGRATED MRKT COMM
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course examines the decisions and processes involved in the development of an integrated marketing plan. It covers the benefit of an integrated marketing plan and its importance to marketers; each element of the promotional mix; the advantages and disadvantages of each element of the promotional mix; how each element of the promotional mix can be implemented; objectives for a campaign; developing a budget; and creating marketing messages appropriate for broadcast, print, direct marketing and social media.

Language(s) of Instruction
English

Host Institution Course Number
MKTG3010

Host Institution Course Title
INTEGRATED MARKETING COMMUNICATIONS

Host Institution Course Details

Host Institution Campus
Cave Hill

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management Studies

Course Last Reviewed
2022-2023

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