

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 Campus

Cave Hill

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management Studies

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