

APPROVED

BU7101: Integrated Marketing Communication

Course Details

Course Code:	BU7101
Course Title:	Integrated Marketing Communication APPROVED
Short Title:	
Course Level::	Level 7
Valid From::	2022/2023 Sem 2
Credits::	15
Owner:	Business
Assessment Method:	Achievement
Course Aim	The aim of this course is to introduce students to the importance of integrated marketing communication and the tools to effectively evaluate and implement an integrated marketing communications campaign.

CILO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Identify, illustrate and explain the integrated marketing communication process.
2	Analyse existing and create new integrated marketing communication plans for different product/service categories.
3	Work effectively in a team to evaluate, create and implement an integrated marketing communication campaign.
4	Demonstrate appropriate use of workplace skills and technology.
Requisites	
<ul style="list-style-type: none"> • Anti Requisite: BSB6101 • Pre Requisite: BU6001 or BSB5001 or BSB5000 	

No Examinations
Other Controlled Assessments
Assessment Type Presentation
Uncontrolled Assessments
Assessment Type Practical Project

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
DMK7012	Associate Degree in Digital and Social Media Marketing	1	Programme
BBS8000	Bachelor of Business	3	Programme
BBS8001	Bachelor of Business (General)	1	Programme
BBS8010	Bachelor of Business: Marketing	3	Programme
BBS8010	Bachelor of Business: Marketing	4	Programme
BU8010	Bachelor of Business: Marketing V4	1	Programme
BU8012	Transitional Bachelor of Digital Marketing	1	Programme
DM6012	Diploma in Digital Marketing	1	Programme
DMK8012	Bachelor of Digital Marketing	1	Programme
DMK8014	Bachelor of Digital and Social Media Marketing	1	Programme
No Code Yet	Copy Of Digital Marketing	1	Programme
BUSOPT1	Business Options 1	1	Group
BUSOPT2	Business Options 2	1	Group
BUSOPT3	Business Options 3	1	Group