

Integrated Marketing Communications (IMCs):

In today's connected world, the use of mobile, social media and personalised channels has contributed to an explosion of customer touchpoints. This creation enables organisations to construct powerful media plans with precisely the right mix to reach their audience, whether they operate in consumer or industrial markets; product or service providers; public sectors and charities.

This Integrated Marketing Communications pathway will focus on delivering some theoretical means of marketing such as tactical and strategic planning processes of marketing, PR, digital & international marketing, and social marketing, understanding different concepts of marketing research and target audience segmentation for better marketing plans.

Modules taught in Degree Year Two (Semester One and Semester Two):

Market Research Methods, Advertising Campaigns, Cross-Cultural Buyer Behaviour, Public Relations Writing, Advertising Creativity, Integrated Marketing Communication, Negotiation and Persuasion Skills, Marketing Media Planning, Promotional Marketing & Event Management and Public Relations Campaigns.

Modules taught in Degree Year Three (Semester One and Semester Two):

Online PR and Marketing, Multimedia Editing, Social Marketing, Public Relations in International Affairs, Advertising Management, International Marketing, Crisis Communication Management, Corporation Social Responsibility, Portfolio, and Final Year Project.