

Faculty of Commerce & Business Administration

Integrated Marketing Communication

Information :

Course Code : MKT 304

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Marketing

Description :

In this course students will study the use of promotional tools by business as well as their creation and management. The course provides an integrative approach to the study of the promotional mix, including advertising, publicity, personal selling, and sales promotion. Topics include an evaluation of the role of promotion in marketing and the economy, the formulation and analysis of promotional goals, planning, organizing, and controlling the promotion function, creative planning, budgeting and media selection.