

BUS5103 Marketing and Communications

Unit Description

This unit introduces students to the world of marketing and communications. It is a gateway to understanding the core principles and practices that drive successful marketing and communications strategies in the dynamic and interconnected global landscape of the 21st century. Students will explore fundamental concepts, tools, and strategies from traditional advertising methods to cutting-edge digital marketing techniques, and dive into the ever-evolving landscape of promoting products, services, and ideas. Additionally, students will gain an understanding of the art of crafting persuasive messages, managing brand image, and fostering meaningful connections with diverse audiences. Students will have the opportunity to engage in thought-provoking discussions, tasks and real-world case studies that reflect the latest trends and best practices.

Credit Points	8 credit points
Duration	12 weeks (10 teaching weeks and 2 revision and assessment weeks)

Unit Learning Outcomes

On successful completion of this unit, students will be able to:

1. Analyse key principles, concepts, and tools of contemporary marketing and communications used in practice.
2. Explore marketing and communications media and methods that are available to enterprises.
3. Analyse leadership decision making processes in the context of real-world integrated marketing and communications practice.
4. Create comprehensive marketing and communications plans in an ethical and integrated manner.