



Course Descriptor PROA013 Marketing Communications I & II

Proposed Academic Year	2020-2021	Last Reviewed Academic Year	2019-2020
Course Code	PROA013	Course Title	Marketing Communications I & II
Credit hours	6	Level of study	Undergraduate
College / Centre	COBA	Department	Team Entrepreneurship
Co-requisites	None	Pre-requisites	None

1. COURSE OUTLINE

This course focuses on the communication's aspects of marketing, and examines the communication tools available for entrepreneurs such as, social Media, public relations, advertising, sales promotion and personal selling, and how these tools are integrated into marketing plans

2. AIMS

This course aims to provide students with the necessary knowledge and skills, to effectively use communication tools in order to develop effective marketing plan

3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS

Learning Outcomes (Definitive)	Teaching and Learning methods (Indicative)	Assessment (Indicative)
Upon successful completion of this course, students will be able to:		
1. Understanding the marketing communication tools and application	Dialogue	Presentations within team
2. Ability to evaluate and develop the role of marketing communications significance for business success.	Dialogue	Essay
3. Develop Marketing Communications plan.	Project write up	Write up of project and Presentations

4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Dialogue	50
Project	30
Essays	20
TOTAL	100%

5. ACHIEVING A PASS



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Students will achieve **6** credit hours for this course by passing all of the course assessments and achieving a **minimum overall score of 50%**

NB *Ensure that ALL learning outcomes are taken into account

6. COURSE CONTENT (Indicative)

Introduction to Marketing Communications

Dialogue

Dialogue

Dialogue Books reading

Dialogue Books reading

Dialogue

Dialogue

Write up of essays

Dialogue

Dialogue

Report on project and dialogue

Report on project and dialogue

Final Report on Semester and dialogue

Presentation

Dialogue: What is learnt during the semester

TOTAL HOURS

96

Plus **RECOMMENDED INDEPENDENT STUDY HOURS**

96

TOTAL COURSE HOURS

192

7. RECOMMENDED REFERENCES

Core text/s:

Chitty, Luck, Valos, Barker and Shimp (2015 – 4th Edition), Integrated Marketing Communications, CengageLearning, (ISBN 9780170254304)

Library + online resources:



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Open Educational Resources:

<https://open.umn.edu/opentextbooks/textbooks/launch-advertising-and-promotion-in-real-time>