

## 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 21<sup>st</sup> 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.

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| <b>Credit Points</b> | 8 credit points                                                  |
| <b>Duration</b>      | 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. Explain key marketing and communication principles and their role in business and consumer engagement.
2. Analyse consumer behaviour and its impact on marketing strategies.
3. Demonstrate an understanding of market segmentation and brand positioning to develop targeted marketing strategies.
4. Examine promotion and distribution strategies and their impact on customer reach and business success.
5. Critically analyse international marketing challenges and strategies for global market expansion.