

MARKETING COMMUNICATION

INTRODUCTION

This module unit is intended to equip the trainee with knowledge ,skills and attitudes that will enable him/her to apply the marketing communication skills to appeal to present and potential customers.

GENERAL OBJECTIVES

By the end of this module unit,the trainee should be able to:

- Appreciate the importance of communication.
- Understand the marketing communication process.
- Appreciate the tools of marketing communication.
- Develop an appropriate advertising budget.

COURSE UNIT SUMMARY AND TIME ALLOCATION

CODE	TOPIC	SUB-TOPIC	THEORY	PRACTICE	TOTAL HRS
2.1	Introduction to marketing	<ul style="list-style-type: none">• Meaning of communication.• Purpose of communication.• Elements in communication process.• Meaning of marketing communication.• Marketing communication objectives.	6	12	18
2.2	Steps in developing marketing communication.	<ul style="list-style-type: none">• Steps in developing marketing communication.	6	10	16
2.3	Elements of marketing communication	<ul style="list-style-type: none">• Meaning of marketing communication mix• Elements of marketing	4	16	20

		communication mix			
2.4	Advertising	<ul style="list-style-type: none"> • Setting the advertising objectives. • Establishing advertising budget • Developing advertising messages. • Selecting an appropriate media of advertising. • Evaluation of advertisement effectiveness. • Role of advertising agencies. 	10	12	22
2.5	Sales promotion	<ul style="list-style-type: none"> • Purpose of sales promotion. • Sales promotion objectives. • Selection of sales promotion tools. • Development of sales promotion program. • Evaluation of sales promotion results. 	10	14	24
2.6	Personal selling	<ul style="list-style-type: none"> • Principles of personal selling. • Sales force structure and size. • Sales force selection, recruitment, training and supervision. • Motivating sales representatives. • Steps in selling process. 	10	12	22
2.7	Public relation and publicity	<ul style="list-style-type: none"> • Role of public relation and publicity in marketing. • Tools of public relation and publicity in marketing. 	8	6	14
2.8	Direct marketing	<ul style="list-style-type: none"> • Meaning of direct marketing. • Benefits of direct marketing. • Forms of direct marketing. 	6	8	14

		<ul style="list-style-type: none"> • Meaning of tele-marketing. 			
2.9	Emerging issues and trends in marketing communication	<ul style="list-style-type: none"> • Emerging trends and issues in marketing communication. • Challenges posed by emerging issues and trends in marketing communication. • Coping with the challenges posed by emerging trends and issues in marketing. 	4	4	8
	TOTAL				160