PRE327 Integrated Marketing Communications (2 Units)

Department of Mass Communication

Covenant University
1. **PRE327**

1.1. **PRE327 Integrated Marketing Communications (2 Units)**

This course deals with the definition and origin of Integrated Marketing Communication (IMC); Elements of IMC; Price and place as tools of IMC; Events marketing and the integrated approach to corporate communication. Its challenges and benefits will also be dealt with in this course.

**GRADING SYSTEM**

Class Test/Assignments = 20 marks 30%

Mid-semester Test = 10 marks

Examination

End of Semester Examination = 70 marks 70%

100%

**Interpretation of Grade Points**

A = 70 and above 5

B = 60–69 4

C = 50–59 3

D = 45–49 2

E = Below 45 0

**DEGREE CLASSIFICATION**

Classes of degree are to be awarded depending on the cumulative GPA obtained. The classes of degree that may be awarded are First Class Honours, Second Class Honours (Upper Division), and Second Class Honours (Lower Division), Third Class Honours.