



# Marketing & Communication

## Introduction

Bachelor of International Business Administration students complete a series of broad marketing modules, and those students who choose the pathway (specialisation) Marketing and Communication are introduced to the aspects of companies and organisations that affect the success of the organisation.

Marketing & Communication comprises a combination of business marketing strategies, branding and the way that businesses and organizations promote themselves to the outside world. It is the business of creating a constant image that will promote the company, its ideals and its products. Marketing & Communication penetrates more deeply than just the production of printed or online material, it deals with the way an organization communicates its messages, both internally and externally.

Business Administrators dealing with the Marketing & Communication strategies of a company are constantly looking at the systems in place, at the human resources and the way in which they are managed, at the supply chain and at the sales pipeline - all areas affected directly by the marketing and communication strategy.

Marketeers and communicators also deal with branding, imaging, house style, and with crisis management, downsizing and re-inventing. Marketing & Communication specialists are at the front line of Business Administration!

## Course Content

The Marketing & Communication programme is aimed at developing the skills and competencies that a modern Marketing and Public Relations Officer requires.

Students are introduced to modules such as Mass Communication, Public Relations and Company Branding, but also areas of marketing such as Marketing Research, Niche Marketing and E-Presence.

During their final year, students will be asked to design a company communication plan, or a marketing strategy as part of a business plan.

## Industry & Career

Marketing careers vary a great deal, as the profession comprises many facets and activities. There are many opportunities, however they all have a number

of things in common, including the stewardship of a concept, a service or a brand and the understanding of needs and requirements both externally from customers and relations, and internally from the organization or company itself. The communication of a marketing strategy is paramount to the success of a Marketing and Communications officer in any organisation.

That marketing communication can be done in several ways, that is why a career in marketing and communication opens several doors as a profession.

Marketing and Communication specialists take a product or service and associate that product or service with a brand name, a house style and a philosophy. Marketing can be defined as being the intermediary function between product development and sales. It can be seen as the storehouse for advertising, public relations, media planning, sales strategy, and more. Marketing and Communications specialists ensure longevity of a product or company name. They make sure that customers gain a balanced and pleasing feel to the organization or business. A key part of a career in marketing and communication is to understand the needs, preferences, and constraints that define the target group of consumers or the market niche corresponding to the brand. This is done by market research.

Marketing and communications specialists are required in every company in every industry, so the career potential is unlimited.

Think of opportunities in:

- Market Research
- Brand Management
- Advertising
- Promotions
- Public Relations
- Crisis Management

Many Wittenborg graduates have found direct employment in small sized marketing and communication companies, and some have started their own agencies. These students understand that developing marketing and internal and external communication strategies for companies can be extremely lucrative, specialised work, and that success is often found in made to measure solutions. Graduates have also found careers in non profit and government organisations, working in areas such as public relations and international communication.