

 2029MKT (Course Profile)



# Advertising and Integrated Marketing Communications

International

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**Course overview**

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I am studying in: Trimester 1 2025 ▼ at: Gold Coast ▼  
mode: Mixed Mode ▼ 

## Course overview



  
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Marketing success is highly dependent on the effectiveness of marketing communication between your organisation and the target customer, and these communications are achieved through various product, advertising and promotional strategies. This course will introduce you to the fascinating world of advertising and the strategic use of advertising to raise customer awareness and appreciation of your organisation's products and services.

**! Incompatibilities:**

Must not have completed MKT202 Advertising and Integrated Marketing Communications OR must not have completed 2089MKT

## **Usually available**

- Brisbane South (Nathan) Trimester 1
- Gold Coast Trimester 1
- Online Trimester 1

## **Key Dates**



**3 March 2025**

Start Date



**16 March 2025**

Last date to add course



**31 March 2025**

Last date to drop course without financial penalty (Census date)



**4 May 2025**

Last date to drop course without academic failure



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