

Advertising and Marketing Communications – TA 023

First Year

Semester 1	Marketing	Introduction to Advertising	Marketing Environment	Fundamentals of Information Systems	Business Communications	Media Studies
Semester 2	Behavioural Studies	The Advertising Industry	European Studies	Business Information Systems	Introduction to Statistics	Mass Communications
	1	2	3	4	5	6

Second Year

Semester 3	Marketing & Business Development	Media Options	Principles of Law	IS Analysis & Design	Research Methods	Design Studies
Semester 4	Marketing Applications	PR & Media Relations	Advertising Law	Data Warehousing & Data Mining for Market Analysis	Fundamentals of Financial & Mgt Accounting	Graphic Design
	1	2	3	4	5	6

Third Year

Semester 5	Individual Buyer Behaviour	Event Management/IMC 1	Global Business	Interactive Marketing	Applied Statistics	Radio Production
Semester 6	Socio-cultural Buyer Behaviour	Event Management/IMC 2	Intercultural Communications & Management	Interactive Marketing Design	Marketing Research Applications	Video Production
	1	2	3	4	5	6

Fourth Year – Bachelor Degree (Honours) of Arts – Advertising & Marketing Communications

Semester 7	Advertising Portfolio Design 1	Copy Writing	Marketing Management	Interactive Campaign Design	Account Planning & Strategy	Innovation
Semester 8	Advertising Portfolio Design 2	Brand Management		Business Ethics	Media Planning	Financial Management
	1	2		4	5	6