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Statement of participation

Guest user

has completed the free course including any mandatory tests for:

Marketing communications as a strategic function

This 6-hour free course emphasised the strategic importance of marketing communications and their long-term effect on consumers.

Issue date: 14 March 2022

www.open.edu/openlearn

This statement does not imply the award of credit points nor the conferment of a University Qualification.
This statement confirms that this free course and all mandatory tests were passed by the learner.

Please go to the course on OpenLearn for full details:
https://www.open.edu/openlearn/money-business/business-strategy-studies/marketing-communications-strategic-function/content-section-0

COURSE CODE: **B825_1**

Marketing communications as a strategic function

https://www.open.edu/openlearn/money-business/business-strategy-studies/marketing-communications-strategic-function/content-section-0

Course summary

Marketing communications help to define an organisation's relationship with its customers. This free course, Marketing communications as a strategic function, emphasises the strategic importance of such communication and its long-term effect on consumers. Communication models can act as a predictive guide, but in the end it is important to recognise the autonomy and unpredictability of consumers.

Learning outcomes

By completing this course, the learner should be able to:

- demonstrate an understanding of the strategic importance of communications in a competitive environment.

Completed study

The learner has completed the following:

Section 1

Barriers to a strategic view

Section 2

The changing role of communications

Section 3

The changing role of communications: customer preferences

Section 4

Conclusion