

OpenLearn Free Course Trailer

Marketing communications in the digital age

Contributors name:

This free OpenLearn course explains the principal role and purpose of marketing communications in this digital era. Marketing communications use a collection of tools and methods through which organisations communicate with their audiences.

This marketing communication mix includes: advertising, sales promotion, public relations, sponsorship, direct marketing, and personal selling.

With digital technology, marketers can also communicate with their audience through digital advertising, digital promotions via mobile, online public relations, direct marketing using email, online word-of-mouth, viral marketing, and social media marketing.

Despite the wide range of available tools, digital marketing communications face an increasing number of ethical issues such as privacy invasion, so marketers need to be alert and respond to related ethical challenges.

Knowing what digital communication tools are available is not enough, there are a number of crucial questions that marketers need to consider, such as:

What is the most effective digital media suitable for your target audience and business objectives? How to select the right communication tool(s) for your audience? What are the ethical issues that you need to pay attention to? This course is designed to help you explore and find relevant answers to these questions.

We hope that this OpenLearn course will help you to make sense of marketing communications in the digital age and develop your knowledge and skills to operate in this dynamic fast-changing digital era.