

Statement of participation

Denisse Maala

has completed the free course including any mandatory tests for:

Marketing communications in the digital age

This free 12-hour course explored the influence and impact of marketing communications using theories, models and case studies.

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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/marketing/marketing-communications-the-digital-age/content-section-0>

COURSE CODE: **B328_1**

Marketing communications in the digital age

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Course summary

The influence and impact of marketing can be seen all around. You may find marketing communications being used to promote various brands, increase charitable donations, persuade toddlers to eat their vegetables, or encourage teenagers to behave responsibly around alcohol. In this digital era, if you use social media to portray a particular image to others, you are engaging in a form of marketing communications, with you as the brand. This course uses theories and models to explain marketing communications and provides examples of how to effectively manage the marketing communications process.

Learning outcomes

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

- recognise various models of marketing communication
- identify different digital marketing communication tools and understand media selection
- explain different types and characteristics of message sources and appeals
- evaluate how message appeal can be employed in different contexts
- critically reflect on ethical issues in online marketing communication.

Completed study

The learner has completed the following:

Section 1

The role of marketing communications

Section 2

The communication process

Section 3

Marketing communications messages

Section 4

Informational appeals

Section 5

Emotional appeals

Section 6

Marketing communications mix in the digital era

Section 7

Ethical issues in marketing communications