

# MKT: MARKETING

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*College of Business and Public Management*

## Courses

### **MKT 561. Integrated Media Marketing. 3 Credits.**

This course provides an understanding of the key concepts and methods in marketing communications in both traditional and digital media. The course provides students with a foundation in the development and execution of communications strategies for any organization. Primary emphasis is placed on consumer insight, branding, market segmentation and positioning, message strategy, promotion, and the execution of marketing communications through appropriate media technologies. Students will develop an understanding of marketing communications practice through readings, lectures, case analysis, and discussions and will demonstrate effective decision-making in ambiguous marketing environments, using financial and market analysis, and considering legal and ethical concerns. The course develops students' ability to think analytically and strategically by assessing examples and case studies of marketing communications problems and opportunities.

Distance education offering may be available.

Typically offered in Summer.