

IMK4317 : Display Advertising and Email Marketing

Display Advertising and Email Marketing allow brands to directly reach consumers with targeted messaging. In the Display Advertising and Email Marketing course, students will explore the advantages of understanding these concepts and the potential impact they may have on an organization. Students will also learn the best strategic methods for positioning a product or service for success. Students will be able to determine if these marketing routes are good fits for their brands and will understand how to produce effective campaigns that facilitate sales and customer loyalty.

Credits 3