

IMK4410 : Mobile and Emerging Technology Marketing

The Mobile and Emerging Technology Marketing course covers all aspects of mobile-consumer interaction through SMS, MMS, email, apps, and other mobile technologies. Students will learn how mobile apps and other mobile technologies are strategically used to raise brand awareness and to create effective calls to action. Students will also delve into mobile websites and responsive web design elements. The course also places focus on the changes in consumer behavior brought about by new and emerging technologies.

Credits 4