

MCM3425 : Integrated Marketing

The Integrated Marketing course examines the applications of a consistent brand message across both traditional and nontraditional marketing channels. Students will explore promotional methods strategically designed to reinforce brand contact with target markets and stakeholders. In this course, students will examine the integration of marketing channels and public relations by using digital media to develop strategies and creative campaigns. Students will work with relevant case histories and survey contemporary topics. This course incorporates multiple disciplines such as advertising, public relations, promotion, and social media.

Credits 3