

# SMM4833 : Marketing Plans and Campaign Development

The Marketing Plans and Campaign Development course is designed to give students an interactive opportunity to develop a client marketing plan and/or business activation campaign from start to finish. Students will research and analyze case studies, both domestic and international, and will formulate a project that enables them to create their own campaigns. Students will begin with the creative process and then move into the managerial and process-defining role involved in developing communication and marketing plans. This course presents students with the design, technology, and presentation tools for developing messaging and branding for any type of sports business.

**Credits** 4