

BUS 354 : Marketing Communications

This course explores the planning activities for integrated marketing communication functions such as social media marketing, direct marketing, advertising, sales promotion, personal selling and public relations. Case studies and projects will focus on how to develop effective communications for a marketing campaign. Additional focus will be on the area of public relations, which is used to communicate about the company and its products to customers, shareholders and the public at large.

Credits 4

Prerequisite Courses

[BUS 231: Marketing Principles](#)

Semester Offered

Offered fall of odd number years.