

# MKTG 320: Marketing Communications

Introduces basic concepts used in Integrated Marketing Communications. Examine the role of marketing communication, the environment in which it operates, and the process by which the strategy for it is created. Emphasis on the development and application of promotional communication strategies utilizing advertising, personal selling, event marketing, sponsorship, and public relations.

**Credits:** 3

**Prerequisites/Permissions:**

MKTG 301 (c) , B-School Major/Minor

**Program:**

## Marketing

### COURSE DESCRIPTIONS