MKTG 335: Film Industry Marketing

Project-based course designed to walk students through the process marketing professionals follow when creating advertising campaigns for films. Learn about the research process, create storyboards and select stills, and ultimately pitch a marketing plan to executives.

Credits: 3

Prerequisites/Permissions:

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

Program:

Marketing

COURSE DESCRIPTIONS

1 2023-2024