MKTG 304: Publication Management

Create the Howard University School of Business magazine, The HU Bottom-line and its companion website. Learn how to understand editorial content creation, social media marketing and email marketing to gather information and content for a print and online publication.

Credits: 3

Prerequisites/Permissions:

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

Program:

Marketing

COURSE DESCRIPTIONS

1 2023-2024