Mktg 465: Advanced Campaign Planning

Marketing

This course applies integrated marketing communications to a real-world corporate case. Intensive research, target market analysis, strategic communications, media planning, creative design, and campaign evaluation techniques are studied. Creative, analytical, and presentation skills are refined for a career in marketing communications.

3 Credits

Prerequisites

- Mktg 353: Advertising and Promotion (Minimum grade: C)
- Mktg 351: Marketing Principles (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Mktg 465
- Lecture: Compressed Video for Mktg 465

Subject Areas

- Marketing/Marketing Management, General
- Advertising

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.