

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](#)

