Nebraska Wesleyan University

BUSAD 2250 Email Marketing

Catalog

2023-2024

Course Description

Email marketing is vital to modern businesses and a primary tool in any skilled marketer's toolkit. This course will teach you to craft successful email marketing campaigns for sales, engagement, and activation. By the end of this course, you'll know how to write emails that drive customers to take desired actions and how to structure campaigns for maximum effect. You'll also build your marketing campaign. This course is an online class offered through the Lower Cost Models Consortium. The class has optional live sessions.

Prerequisite(s): First-Year Writing class and a grade of "C- " or better in BUSAD 2000 Principles of Marketing. BUSAD 2150 Social Media Marketing is recommended but not required.

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)