Nebraska Wesleyan University

BUSAD 3250 Lifecycle & Email Marketing

Catalog

2025-2026

Course Description

Lifecycle marketing is essential for businesses to maintain continuous engagement with customers by tailoring content to their specific stages. Emails are crucial for creating direct, personalized communication that varies by lifecycle stage. In this course, you'll learn to craft successful email campaigns within lifecycle marketing plans. By the end, you'll build a marketing campaign that drives customers to take desired actions based on their lifecycle stage. Prerequisite: First Year Writing; BUSAD-1650 or BUSAD-2000; and BUSAD-2450.

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)