Nebraska Wesleyan University

BUSAD 4650 Growth Marketing and Multi-Channel Digital Marketing Campaign

Catalog

2025-2026

Course Description

In the real world, companies use multiple channels for marketing efforts. Campaigns are spread across social media, email, search, and more for maximum reach and engagement, leading to multi-channel strategies. In this course, you'll learn to create effective multi-channel marketing plans, considering the advantages and disadvantages of each platform. By the end, you'll produce a portfolio-worthy digital marketing campaign plan that utilizes multiple channels. Prerequisite: BUSAD-1550, BUSAD-2050, BUSAD-3150 and BUSAD-3250.

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)