

Course:

BUSAD 4650 Growth Marketing and Multi-Channel Digital Marketing Campaign

3 hours

Majors, Minors & Degrees:

Majors

Digital Marketing (B.A., B.S.)

Departments/Programs:

Business, Accounting and Economics (Undergraduate)

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.