Nebraska Wesleyan University

BUSAD 3250 Lifecycle & Email Marketing

Catalog

2026-2027

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 1550 Introduction To Digital Marketing or BUSAD 2000 Principles of Marketing; and BUSAD 2050 Career Navigation & Exploration in Digital Marketing.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)