Nebraska Wesleyan University

BUSAD 4650 Growth Marketing and Multi-Channel Digital Marketing Campaign

Catalog

2026-2027

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 Introduction To Digital Marketing, BUSAD 2050 Career Navigation & Exploration in Digital Marketing, BUSAD 3150 Social Media Marketing, and BUSAD 3250 Lifecycle & Email 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)