

MARKETING (MKT)

MKT345 Integrated Mktg Communications (3 course hours)

This course teaches the value of creating a consistent marketing message that will build a brand image for consumers. This course will explore internal and external communications in the form of advertising, publicity, packaging, and promotional items that are offered through mass media.

Pre-requisites: LDB101

MKT425 Marketing Analytics (3 course hours)

This course incorporates research techniques to investigate current marketing trends. Emphasis is placed on problem solving through data driven solutions.

Pre-requisites: LDB101