

MKT 410 : Integrated Marketing Communications

The course presents a comprehensive approach to creating and implementing advertising and sales promotions activities. Issues related to event sponsorships, direct marketing, public relations, and business/store image will also be covered. Relevant social, cultural, and ethical issues are emphasized. A range of assessment tools is used to facilitate learning.

Credits 3

Core Requirement [MCC](#)

Prerequisites

[MKT 310](#), [OPM 230](#)