

BAD 345 : INTEGRATED MARKETING COMMUNICATIONS

The emphasis in this course will be on the role of integrated marketing communications (IMC) in the marketing plan of an organization. Topics covered include advertising, public relations, sales promotions, interactive marketing and direct marketing, as well as the process of developing an IMC program, and various factors that influence this process.

3.000

BAD 340 is recommended but not required.

Business Administration

3 or 4

Major, Minor, Elective credit.