

BUS215N : Integrated Marketing Communications

This course provides an overview of marketing communications methods such as advertising, public relations, personal selling, and sales promotion. Emphasis is placed on how these methods are used for direct marketing campaigns. The relationship selling model is emphasized within the overall framework of marketing communications. Students utilize these methods and develop an integrated marketing communications plan. This course assumes some basic knowledge of marketing communication and promotion theory and practice on the part of the students but does not require any specific work experience.

Class Hours 3

Lab Hours 0

Credits 3

Prerequisites

BUS104N.