

CMR2 573. DIGITAL MARKETING COMMUNICATIONS.

Credits: 3

Offered by: Global & Strategic Comm. (School of Continuing Studies)

This course is not offered this catalogue year.

Description

Applies a strategic approach to developing and measuring a digital marketing communication strategy for various platforms and channels aligned to the traditional marketing communications mix. Covers how to leverage best practices to optimise online community building, conversion, and customer experience through digital channels in an integrated marketing communication strategy.

- Prerequisites: CMIS 543, CMIS 544 and CMIS 549

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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