

# CMR2 664. INTEGRATED MARKETING

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Credits: 3

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

Terms offered: Winter 2026

[View offerings for Winter 2026 in Visual Schedule Builder.](#)

## Description

Design of an integrated marketing plan, including creativity, branding, media selection, customer segmentation, and budgeting. Strategic approach to the integrated marketing mix: digital promotion, advertising, public relations, experiential marketing, and direct marketing.

- Not open to students who have taken CMR2 564.

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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