

# CMRK 321. INTEGRATED MARKETING COMMUNICATIONS.

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Credits: 3

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

This course is not offered this catalogue year.

## Description

Marketing communications mix: advertising (in both traditional and digital media), publicity, promotion, creative tactics, direct marketing, marketing-oriented public relations, buzz creation, and sponsorships. Communication theory and ethical practice. Use and effects of social media

- Prerequisites: CMRK 200 and CMRK 225.

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

[Launch Visual Schedule Builder](#)