

# CPRL 644. INTEGRATED DIGITAL

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Credits: 3

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

Terms offered: Fall 2025

[View offerings for Fall 2025 in Visual Schedule Builder.](#)

## Description

Preparation of an integrated digital communications campaign with specific focus on social media. Practice strategizing, conceptualizing, creating, implementing and measuring social media campaigns for public relations purposes. Creation of content strategies and calendars, and content for social media campaigns. Data collection, measurement and reporting of social and digital media campaigns.

- Corequisites: (CPRL 510 and CPRL 520) or (CPRL 610 and CPRL 620)
- Course includes synchronous and asynchronous activities.

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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