

RETL 631. DIGITAL MEDIA MARKETING.

Credits: 3

Offered by: Management (Graduate Studies)

Terms offered: Fall 2025

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Description

Fundamentals of marketing communications and advertising. Setting budgets and media allocation. Strategic objectives for digital media communications. Storytelling and creative content. Paid, owned, and earned media. Metrics and productivity. Controlled and quasi-experimentation. Launching digital multi-media campaigns and monitoring their performance.

- Restrictions: Open only to Master's students within the Desautels Faculty of Management

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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