

MKTG 3346 : Advertising and Integrated Marketing Communications

The course will focus on strategic planning, development, and execution of advertising and integrated marketing communications programs. The course will communicate the specific function of each of the elements of the promotion mix (advertising, personal selling, public relations, sales promotions, sponsorship, direct response and interactive marketing) and how these can be strategically combined to achieve marketing objectives. The psychological theories applied to create effective integrated campaigns will also be discussed, along with the role of marketing research in reaching creative and media decisions. [MKTG 3343](#) or equivalent recommended

Credits 3

Course ID

001833

Requisites

[MKTG 3346](#) Prerequisite: [MKTG 3343](#)