

MKT 2220: Integrated Marketing Communica

Management of marketing communications within organizations; role of marketing communication for branding; understanding environments for marketing communications; development of messaging and media channels; assessment of the impact of the integrated marketing communications on consumer behavior and society as a whole.

Credits: 3

Prerequisites:

VSB 2020

MKT 1137

SBI 3006

VSB 2020 or MKT 1137 or SBI 3006

Program: [Marketing](#)