

COSC 361: Integrated Marketing Communication & Production

Builds on the concepts learned in COSC 231 and related communication/media coursework in a way that bridges promotional strategy with tactical implementation. Using either new or established strategic plans, students will implement tactics and produce media that integrates the marketing communication concepts in a unified manner to targeted audiences.

Credits: 3

Prerequisites:

COEM 175, COMM 214, COSC 231 or permission of the professor.

Program: Strategic Communication