MKT6321 - Interactive and Digital Marketing

MKT 6321 Interactive and Digital Marketing (3 semester credit hours) Introduction to the theory and practice of interactive and digital marketing. Topics covered include: online-market research, consumer behavior and segmentation considerations; websites, search advertising, search engine marketing, email, mobile, video and social networks. Prerequisite: MKT 6301 or instructor consent required. (3-0) T (2016-03-17 11:24:46)