MKT6341 - Marketing Campaign Management Lab

MKT 6341 Marketing Campaign Management Lab (3 semester credit hours) This provides students with both theoretical and practical knowledge using campaign management software. The course covers marketing automation, optimization and testing, retargeting, attribution, and especially the use and deployment of web analytics. The analytical, direct marketing, and decision making techniques are an overarching component of the course. Prerequisite: MKT 6301 or instructor consent required. (0-3) Y