MKT6341 - Campaign Management Lab

MKT 6341 Campaign Management Lab (3 semester credit hours) This course provides students with both theoretical and practical knowledge using campaign management software. The course covers marketing automation, optimization and testing, retargeting, attribution, customer journey mapping, and the leveraging of data in decision-making. Analytical, direct marketing, and decision making techniques are an overarching component of the course. Prerequisite: MKT 6301. (0-3) Y