

ATEC4341 - Digital Marketing Design

[ATEC 4341](#) Digital Marketing Design (3 semester credit hours) This course provides an overview of ways web, social media, mobile technologies, games, and other media formats may be used to create and design communications programs. The course provides an overview of these media and how they may be used to create a marketing-based communications plan. Prerequisite: [ATEC 3384](#). (0-3) R