MKT 4338 - Marketing Content Creation

MKT 4338 Marketing Content Creation (3 semester credit hours) This course is a hands-on course that will prepare the student for the various jobs in which marketing content is created and disseminated in today's marketing and advertising communities. This includes everything from blogging and vlogging (video blogging), creating content for social networks, online advertising, and other digital platforms. Students will learn Photoshop and video editing using tools to develop both written and visual marketing materials. Prerequisite: MKT 3300. (3-0) Y