MKT 6341 - Marketing Automation and Campaign Management

MKT 6341 Marketing Automation and Campaign Management (3 semester credit hours) This course provides students with both theoretical and practical knowledge using campaign management best practices. The course covers marketing automation, forecasting, account based management (ABM), data hygiene, optimization, testing, retargeting, attribution, customer journey mapping, and the leveraging of data in decision-making including the use of Watson analytics. Analytical, direct marketing, and decision-making techniques are an overarching component of the course. Corequisite: MKT 6301. (3-0) Y