MKT 4360 Social Marketing

MKT 4360 Social Marketing (3 semester credit hours) Students in this course will engage in a marketing project that addresses an opportunity or challenge in the social sector. The social sector includes nonprofit organizations, foundations, and other social enterprises. Students will be exposed to readings, research, seminars, possible site visits, guest lectures, reflection, and project planning and management as they may create marketing plans, advertising and social media campaigns, or fundraising strategies, for example for a community partner. This course will address the required community engagement experience. Prerequisite: MKT 3300. (3-0) Y