MKT 4339 - Marketing Creative Skills and Testing

MKT 4339 Marketing Creative Skills and Testing (3 semester credit hours) This course teaches the necessary techniques to create and test effective marketing campaigns. Students will utilize industry-standard applications used by professional marketers to manipulate images for testing in multiple mediums such as paid and unpaid social media, print, outdoor, and video. Prerequisite: MKT 3300. (3-0) Y