MKT6341 - 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 of campaign management best practices. The course has hands-on software which covers database creation, email/SMS marketing automation, forecasting, account-based management (ABM), data hygiene, optimization, testing, retargeting, attribution, customer journey mapping. Analytical, direct marketing and decision-making techniques are an overarching component of the course. Prerequisite or Corequisite: MKT 6301. (3-0) Y