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