

Jour 557: Brand and Relationship Strategies

Focuses on critical thinking and problem solving in choosing the goals and tactics that will enable a firm to grow its business and develop its brand and relationships with key customers. Includes detailed examination of classic brand-building strategies and the ways in which marketers have developed and communicated strategies.

3 Credits

Prerequisites

• Jour 404: Integrated Marketing Communications Rese (Minimum grade: C)

Instruction Type(s)

Lecture: Lecture for Jour 557

Subject Areas

• Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- Photojournalism

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