

Jour 306: Internet Marketing Communication SCHOOL OF JOURNALISM & NEW MEDIA

A detailed survey of marketing communications online applications, e.g. the Web site as a basic marketing platform, search engine optimization, digital promotions, e-mail and social media marketing.

3 Credits

Prerequisites

- Jour 205: Writing for Integrated Marketing Comm (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

• Lecture/Lab: Lecture/Lab for Jour 306

Subject Areas

• Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- Photojournalism

