

Mktg 465: Integrated Media Planning Essentials Marketing, Analytics & Prof Sales

This course introduces students to the basic principles of developing an integrated media plan. By understanding the synergy between paid, owned, and earned media, students refine their creative, analytical, and presentation skills for a career in marketing communications. Students learn the inner workings of the multimedia industry and how to understand basic media terminology, interpret syndicated research, gather audience insights, analyze the competition, set objectives and, ultimately, create an effective and engaging campaign.

3 Credits

Prerequisites

• Mktg 351: Marketing Principles (Minimum grade: C)

• Pre-Requisite: 24 Earned Hours

Instruction Type(s)

• Lecture: Lecture for Mktg 465

Lecture: Compressed Video for Mktg 465Lecture: Web-based Lecture for Mktg 465

Subject Areas

• Marketing/Marketing Management, General

Advertising

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

