

## MG 356 : Integrated Marketing Communications

This course examines how to integrate all of the available marketing communication tools into one clear voice that breaks through today's communication clutter. Students will study and create various forms of communication materials that are used in the promotions mix. These items will include advertisements for print media, radio, television, social media, websites, and YouTube. In addition, product demonstrations, sales promotions, personal selling, and public relations will be examined. Students will gain understanding of how to coordinate these elements to achieve an organization's objectives.

**Credits** 4.0