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brands. Although the course  
covers the full range of  
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into multi-channel

movements. In today's omni-  
channel world – with  
consumers encountering your  
brand online, on social



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media, and on their daily commutes – integrated marketing is more important than ever to capture new customers and build brand recognition and loyalty.

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Promotion is a combination  
of all forms of  
communication to the  
customer, including  
advertising and public  
relations. The marketer must  
choose which is the best

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target audience, so he or  
she will develop a marketing  
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and other fields to give students a basis for understanding the marketing communications process, how it influences consumer decision making, and how to develop promotional strategies.

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