

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Integrated Marketing Communications

COURSE NUMBER: BMK 410

PRE-REQUISITE(S): BMK 305

COURSE DESCRIPTION:

This new marketing elective will emphasize strategy, as well as tactics, from a managerial point of view for an Integrated Marketing Communications (IMC) campaign. It will involve a real-

