

Career Path: Promotion-Communication

Promotion coordinators are responsible for developing, creating, and implementing promotional campaigns to help spotlight a company's product or service. They work with a company's advertising, public relations, marketing, and sales departments.

Promotion coordinators may be required to develop point-of-purchase programs and attend trade shows, conferences, and conventions. They look for new markets for a company's products and new ways to gain exposure.



Recommended Courses:

For students interested in promotion communication, the following elective courses are recommended. These courses enhance a student's knowledge of sales, public relations event marketing, and media measurement.

MKT2245 Professional Selling and Sales Management

Provides students with an understanding of the principles and techniques necessary to sell any of the three main types of products: goods, services, or ideas. Students develop sales presentations and use role playing to present their selling approaches in class. Prerequisite: MKT2220

MKT3315 Sports and Events Marketing

Examines the application of marketing principles and processes to the sports or entertainment industry as well as the role of marketing in analyzing, planning, implementing, and controlling of programs and events. Prerequisite: MKT2220

MKT3351 Public Relations

Addresses the journalistic and marketing foundation of public relations practices. This course explores the practical applications of crisis management and examines the integration of public relations, marketing, and advertising into customer relationship management and broader marketing communications campaigns. Prerequisite: MKT2220

MKT4446 Media Strategy and Metrics

Links target markets with advertising media through the development of media objectives, strategies, and tactics. This course addresses strategies such as target identification and audience matching with specific media and goals. Students are introduced to standard metrics such as CPM, reach, and frequency. Prerequisite: MKT2247

MKT4455 IMC Campaign

Provides students with a hands-on application of program content via creation of a fully functional IMC campaign. Students will isolate a "client," conduct secondary and primary research, set communication objectives, develop strategy, and produce the communication pieces such as ads, press releases, and other tactical executions. Prerequisites: MKT2222, MKT4446

This course is recommended as a liberal arts or free elective:

MGT4430 Leadership

Examines the leadership variables that affect the achievement of organizational goals. Topics include theories of leadership, power, and influence as they affect organizational behavior; team building motivation; group dynamics; organizational communication processes; and change management. Prerequisite: MGT22200

Career Paths are not minors or concentrations and will not be noted on a student's transcript or diploma. Career Paths are suggested electives to fill elective credits.