

MKTG 362: Email Marketing

Email marketing is one of the primary avenues by which modern businesses drive customer acquisition. This course will teach students how to craft successful email marketing campaigns when targeting business or individual customers. Students will also learn how to use email campaigns for customer engagement and activation.

Students will learn how to write emails that drive customers to take desired actions, and how to structure email campaigns for maximum effect. This course will ask students to build their own marketing campaigns to advertise an imaginary product, and to evaluate and improve existing email campaigns.

Offered via Rize Consortium.

Credits: 3

Prerequisites:

MKTG 343

Program: Business Administration

Semester Offered: Fall