

COURSE DETAIL

CREATIVE MARKETING COMMUNICATION

Country

New Zealand

Host Institution

University of Otago

Program(s)

University of Otago

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

149

UCEAP Course Suffix**UCEAP Official Title**

CREATIVE MARKETING COMMUNICATION

UCEAP Transcript Title

CREATIVE MRKTNG COM

UCEAP Quarter Units

7.00

UCEAP Semester Units

4.70

Course Description

The course focuses on creativity in the context of marketing communication including mobile and multi-media contexts, and the design of creative marketing content. The course is project-driven for students interested in creative marketing strategies, and content production with a particular focus on filmmaking. It has a special focus on how to use creative marketing for good to foster sustainable development, environmental conservation and social change.

Language(s) of Instruction

English

Host Institution Course Number

MART333

Host Institution Course Title

CREATIVE MARKETING COMMUNICATION

Host Institution Campus

Host Institution Faculty

Business School

Host Institution Degree

Host Institution Department

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