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 Course Details

Host Institution Campus

Host Institution Faculty
Business School

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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