

BUAD 500: MARKETING & COMMUNICATIONS

The course introduces students to the fundamentals of marketing and communications with an eye on strategy and sustainability. Students will investigate the 4 Ps – product, place, price, and promotion with an eye on the 5th P – people, along with the role these elements play in ethical marketing and communications. Students will learn clear and effective messaging by creating written and oral presentations, business updates, and white papers.

The course is structured to facilitate active participation in creating a dialogue on the opportunities and issues surrounding the topic of Marketing and Communications. It is intended to be both an exploration and a development of the topic with a focus on integrative discussion and practical application.

Credits: 3

Department: [Business](#)