

LEA 810 - Marketing for Leaders

3 Credit Hours

This course will explore multiple forms of communication within a leadership role in regards to strategic marketing efforts. Emphases will be placed on writing, listening, speaking (both in verbal and nonverbal cues) and interpersonal communication with multiple constituencies and a variety of audiences. Topics to be addressed include: Development of a Marketing Plan, Primary and Secondary Research, Data Collection Methods, Measuring a Campaign, Cost-Benefits Analysis, and an advanced study of the Marketing Mix. Strategic advertising including utilization of the AIDA model and the use of a variety of social media tools will be addressed.