

Course Description – Curriculum 2013

Subject: MK313 Creativity and Communication in

Marketing Profession

Credits: 3

Prerequisite: MK major and MK201

Description: A study of principles and processes to enhance creative thinking and communication skills essential for success in a marketing career. Emphasis is on the development of effective communicative strategies and means for each student and his or her team that fit with the target audience, situations, and goals.