

**WILMINGTON UNIVERSITY**  
**COLLEGE OF BUSINESS**  
**BASIC COURSE INFORMATION**

**COURSE TITLE:** Integrated Marketing Communications

**COURSE NUMBER:** BMK 410

**PRE-REQUISITE(S):** BMK 305

**COURSE DESCRIPTION:**

This new marketing elective will emphasize strategy, as well as tactics, from a managerial point of view for an Integrated Marketing Communications (IMC) campaign. It will involve a real-

