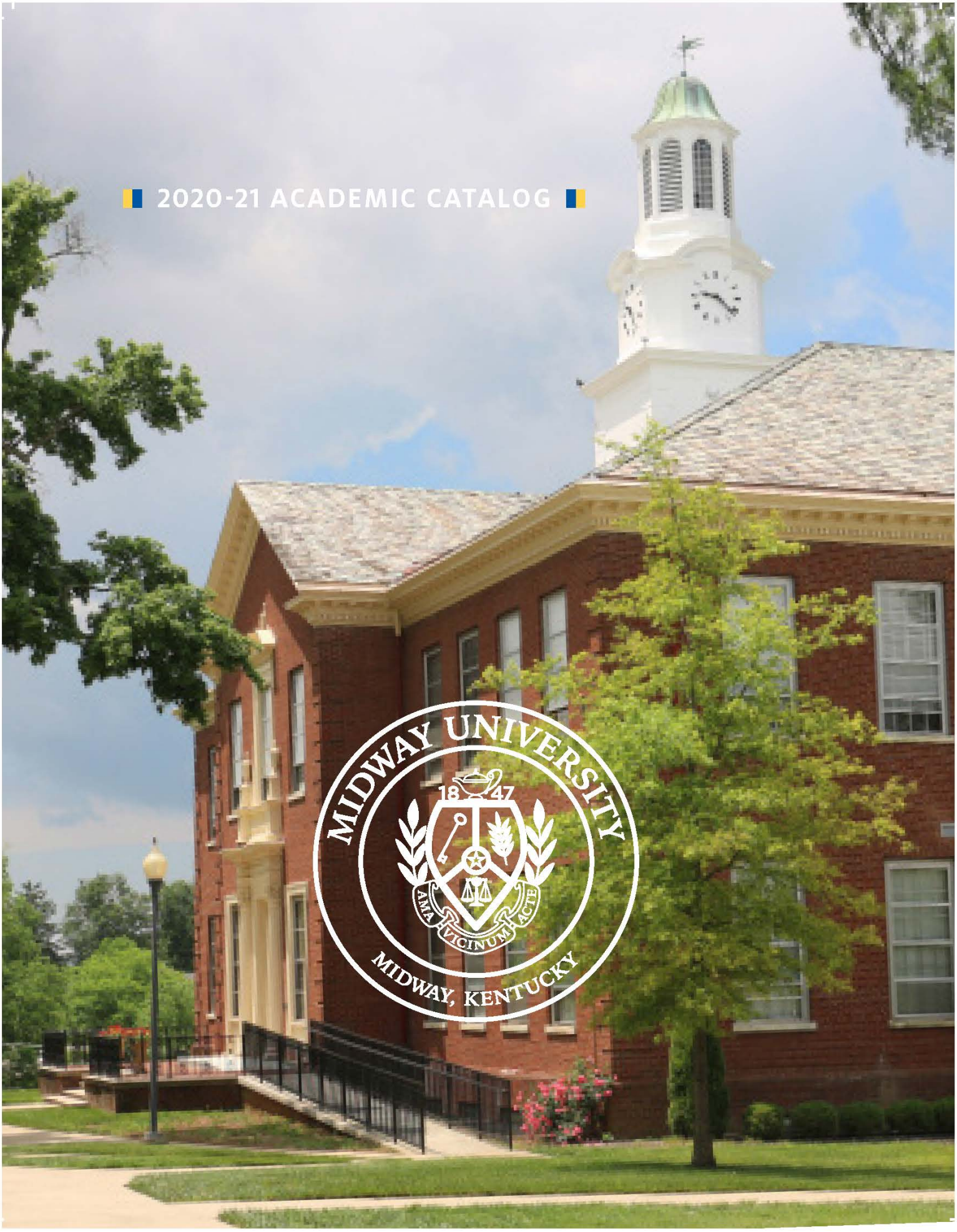
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Midway University

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Course

MCO 201 - Introduction to Marketing Communication

Provides a broad introduction to marketing communications. Students learn the elements of a strategic marketing communications plan.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

Last updated: 10/27/2020

Midway University
512 E. Stephens Street, Midway, KY 40347
1.800.952.4122