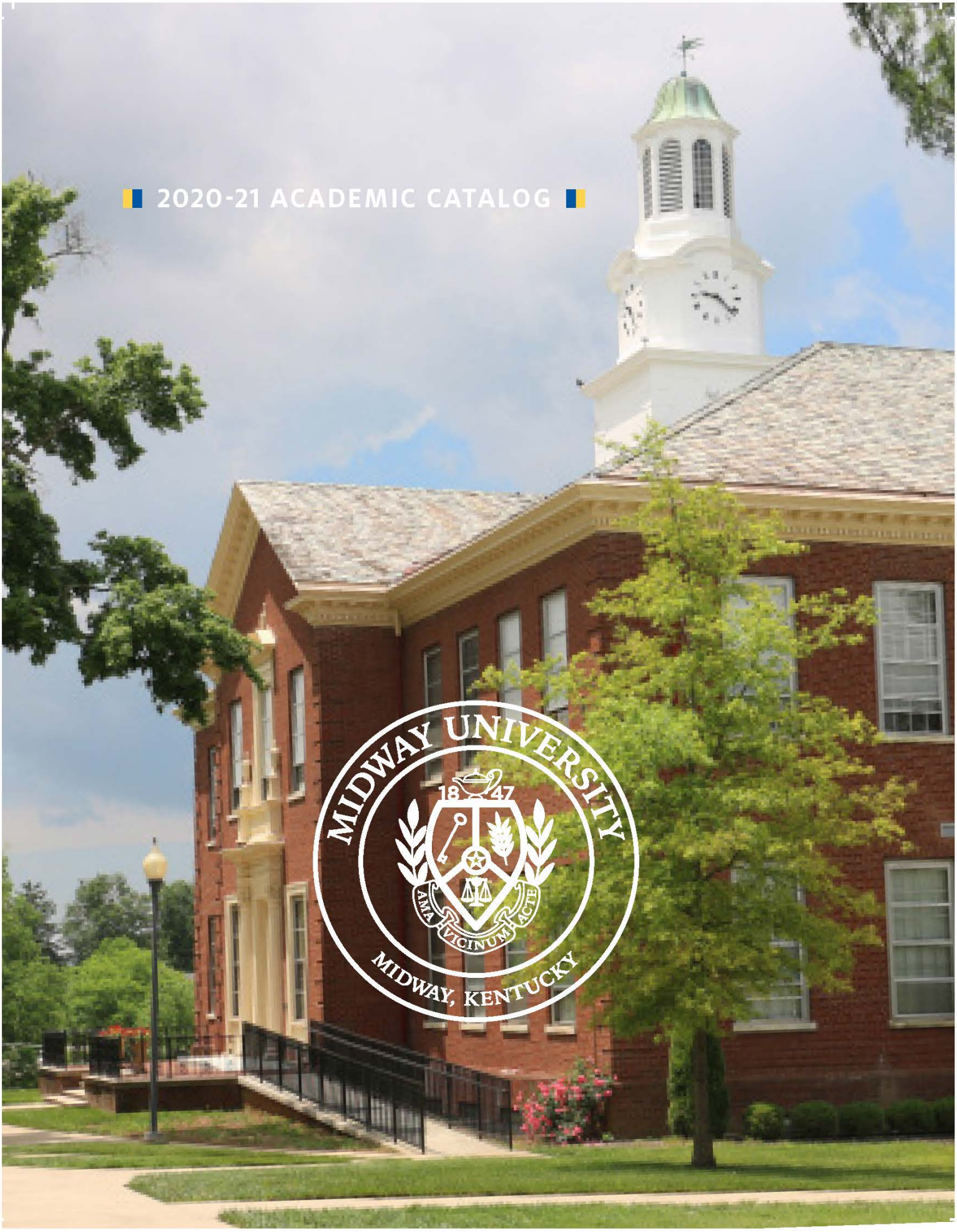
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Midway University

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Course

MCO 210 - Writing for Marketing Communications

In this course, students will develop a toolkit of effective and efficient writing techniques for a comprehensive marketing communication strategy. Prerequisites: ENG 102 and MCO 201.

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

Prerequisites:

- ENG 102 - College Writing II
- MCO 201 - Introduction to Marketing Communication

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