

Relative Coursework

KSU's Course Descriptions for my completed classes that I feel will most benefit my future career endeavors. These classes have provided so much useful knowledge that I will carry forward into my future.

HON 4497 Digital Publication Design – Honors Contract

This course explores digital publication design in the practice of public relations and strategic communication. In addition to principles of design, including the use of photography and graphics, students learn to prepare content and communicate strategic messages through coordination of text, images, and strategic design. Graphic design software and other online tools are used to develop an understanding of visual communication strategies and skills to create publications that raise awareness, affect attitudes, and influence behavior.

CSH 4660 Event Management – Elective

This course provides an introduction to the principles of event management including special event research, planning, coordination, marketing, management and post-event evaluation. Through instruction, observation and analysis, students probe, explore and draw conclusions about “what works” in event management. Students may obtain professional certification upon satisfactory completion of certification examination.

MKTG 4520 Social Media Marketing – Minor

Social Media Marketing explores the many realms of social media and includes case studies, discussions, interactive exercises as well as articles from the current literature. The course examines the changing role of social media in the promotional marketing mix, the role of the consumer in social media, online communities and how social media is impacting both marketing and consumer lifestyles, how to measure the ROI of social media, and the metrics of social media.