

# ARDE4540 : Integrated Media Campaigns

This course will require the development of broad-based media campaigns utilizing a variety of print, digital, and social media. The development of dynamic and appropriate visual systems and implementation of those systems toward a specific market audience will be emphasized. Projects may include real-world campaigns for local and regional institutions. May be repeated for credit.

**Credits** 3

**Prerequisites**

[ARDE3360](#), [ARDE3440](#), [BSNS3530](#) OR [BSNS3510](#), or instructor's approval.