

# INTEGRATED MARKETING & COMMUNICATIONS

Keiser University's Bachelor of Science in Integrated Marketing and Communications trains professionals in planning and managing communication within the marketing process, public relations, and organizational, corporate, and institutional communication. They learn to handle different tools that allow them to understand market needs and consumer behavior to develop the most effective strategy, establish distribution channels, and determine the product's viability and positioning. Students will also learn to apply the theories and practices of marketing and communication in the workplace, both locally and globally.

## Program objectives

- *Apply the fundamental concepts of communication theory and practice.*
- *Propose marketing strategies for organizations, considering a competitive and globalized environment.*
- *To know the specific characteristics of the digital consumer.*
- *Propose business marketing plans and projects for market development and promoting innovation and entrepreneurship.*

