

2021-22 ACADEMIC CATALOG



Midway University

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Course

MCO 405 - Internal Brand Communication

This course explores the impact of understand and utilizing internal communication options to ensure a successful marketing communication message to an organization’s stakeholders. Prerequisites: BUS 255, MCO 201, MCO 210, and MCO 301.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [BUS 255](#) - Principles of Marketing
 - [MCO 201](#) - Introduction to Marketing Communication
 - [MCO 210](#) - Writing for Marketing Communications
 - [MCO 301](#) - Introduction to Public Relations
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Midway University

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