

Top schools for marketing and communications



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The fields of marketing and communications are changing fast, and Canadian post-secondary education institutions are rising to the challenge to train professionals with the knowledge and skills to thrive in this new landscape. This special feature highlights educational leadership in marketing and education.

Proposed topic highlights:

IMPACT – Skilfully addressing challenges and opportunities.

DATA LITERACY – Navigating search engines, big data and AI.

AUDIENCE ENGAGEMENT – Media and social media platforms and other audience engagement tools.

INNOVATION – New means of marketing and communication.

GLOBAL IMPACT – Maximizing the opportunities of a global reach.

GET INVOLVED TODAY. CONTACT:

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Source: Vividata Spring 2019, National,
Globe Weekly Print and Digital Readers

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Source: Omniture, Doubleclick

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