

Six eliminated from Athletic Marketing department (SMU Daily Campus)

Contributed by Webmaster
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More info...

Down a dark hall covered with red and blue paint and matching tiles is the door to the SMU Athletic Marketing Department. The lights are still on, but the offices are empty as black chairs and computers sit untouched.

Rachael Chong: Cause-related marketing: just plain 'ol marketing? (The Huffington Post)

Cause-related marketing is arguably one of the first "fields" that brought the nonprofit and for-profit worlds together for mutual benefit. Appearing at about the same...

E-Marketing That Works (OfficialWire)

There is no denying that the time of the internet has truly arrived. Now the internet is not just reserved for a few but is now already available to hundreds of millions of people around the world. The internet can now be used for mass marketing and for selling anything online.

Marketing Blogs

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