Mktg 353: Advertising and Promotion

Provides the basic understanding of the principles and practices of the advertising industry. Topics include understanding advertising's role in society; learning the structure of the advertising agency and career paths; and studying how advertising is planned, created, and implemented.

3 Credits

Prerequisites
- Pre-requisite: Minimum grade of C in Mktg 351 or GB 350.

Instruction Type(s)
- Lecture: Lecture for Mktg 353
- Lecture: Compressed Video for Mktg 353
- Lecture: Correspondence for Mktg 353

Subject Areas
- Marketing/Marketing Management, General
- Advertising

Related Areas
- International Marketing
- Marketing Research
- Public Relations, Advertising, and Applied Communication
- Public Relations/Image Management
- Technical and Scientific Communication