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