

# 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

- <u>Mktg 351: Marketing Principles</u> (Minimum grade: C)
- Pre-requisite: Minimum grade of C in Mktg 351 or GB 350.
- Pre-Requisite: 24 Earned Hours

#### Instruction Type(s)

- Lecture: Lecture for Mktg 353
- Lecture: Compressed Video for Mktg 353
- Lecture: Correspondence for Mktg 353

### Subject Areas

- <u>Marketing/Marketing Management, General</u>
- <u>Advertising</u>

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