

## Mktg 353: Advertising and Promotion MARKETING

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.

## **Prerequisites**

• 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 353Lecture: Correspondence for Mktg 353

## **Subject Areas**

• Marketing/Marketing Management, General

Advertising

