

MKTG 351: Advertising

This course studies the role of advertising in society, its impact on the economy, its function in business and marketing, and its communication aspects, including media applications. Attention is given to social, legal, and ethical considerations, the business of advertising, consumer behavior, and creative strategies and processes. (Also taught as **COMM 351**)

Credits: 3

Program: **Business Administration**

Semester Offered: Spring