

**Course:**

**COMM 3600 Principles of Advertising**

**3 hours**

**Majors, Minors & Degrees:**

**Majors**

Communication (B.A., B.S.)

**Minors**

Communication

Marketing

**Certificates**

Marketing Minor (18 hours)

**Departments/Programs:**

Communication Studies

Organizational Leadership and Communication (Adult Undergraduate)

This broad-based course overviews the history and criticism of advertising, as well as the fundamental aspects of targeting, positioning, media selection, and creative strategy.  
(Normally offered each semester.)