Course:

COMM 3600 Principles of Advertising

3 hours

Majors, Minors & Degrees:

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

Minors
Communication Studies
Marketing

Minors (Adult)
Marketing

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.)