



503314 Advertising & publicity /propaganda

[3 cr., 3, 0] This course is an introduction to both the theory and practice of advertising. It provides important insights into how advertising is done, who does it, and the actual questions that must be resolved. It provides a focus on what principles and practices make advertising effective and how it works inline with other mass communications marketing practices. The aim of the course is to provide students with the competencies needed for the planning and implementation of a successful advertising program.

