

Course Schedule - Fall 2004

Advertising

300 ***Introduction to Advertising*** Credit: 3 hours.

(ADV 281) Introduction to the practice and profession of advertising. Course material covers various functional areas of advertising and integrated brand promotion, including account planning, creative, media, research, consumer behavior, sales promotion and interactive advertising. Topics also include how advertising relates to society in cultural, social, ethical and regulatory contexts. Open to all undergraduate majors.

CRN	Type	Section	Time	Days	Location	Instructor
29745	lecture-discussion	A	02:30 PM - 03:50 PM	TR	room THEAT Lincoln Hall	Hall, S