

# Course Schedule - Fall 2005

## Business Administration

323 **Marketing Communications** Credit: 3 hours.

(B ADM 337) Introduces the student to the topic of marketing communications and promotion management. Topics covered include: advertising, sales promotion, point-of-purchase communications, interactive marketing, and event sponsorships. Prerequisite: BADM 320

CRN	Type	Section	Time	Days	Location	Instructor
31436	lecture-discussion	A	08:30 AM - 09:50 AM	MW	room 226 Wohlers Hall	Shavitt, S
31437	lecture-discussion	B	10:00 AM - 11:20 AM	MW	room 226 Wohlers Hall	Shavitt, S