

Advertising - BU145

Section: BU145 001192S Main Campus

Section Type: Lecture

Credit Hours: 3.00

Course Description: Techniques of effective, efficient, and ethical advertising in multiple media for various sizes of organizations.

WHEN

Days: T R

Times: 08:00 AM - 09:30 AM

Start Date: 01/14/2020

End Date: 05/07/2020

WHERE

Campus: Main Campus

Building: Lockman Hall

Room: LH001

INSTRUCTOR

MATT SMITH

BOOKS

Title: ADVERTISING AND INTEGRATED BRAND PROMOTI

Author: O'GUINN

Required: Yes