

## Advertising - BU145

---

**Section:** BU145 001242S 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: 01/14/2025

End Date: 05/08/2025

**WHERE**

Campus: Main Campus

Building: Lockman Hall

Room: LH204

**INSTRUCTOR**

MATT SMITH

**BOOKS**

Title: ADVERTISING AND INTEGRATED BRAND PROMOTI

Author: O'GUINN

Required: Yes