# Advertising - BU145

**Section:** BU145 001252S Main Campus
**Credit Hours:** 3.00
**Course Description:** Techniques of effective, efficient, and ethical advertising in multiple media for various sizes of organizations.
**WHEN** Start Date: 01/13/2026 End Date: 05/07/2026
**Days:**
TR
8:00 AM - 9:30 AM
Campus: Main Campus
Building: Lockman Hall
Room: LH204

**INSTRUCTOR**
MATT SMITH
**BOOKS**
Title: ADVERTISING AND INTEGRATED BRAND PROMOTI
Author: O'GUINN
Required: Yes