

## Advertising - BU145

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**Section:** BU145 816193S Online

**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: Arranged

Times: Arranged

Start Date: 06/01/2020

End Date: 07/23/2020

**WHERE**

Online

**INSTRUCTOR**

KIM JOHNSON

**BOOKS**

Title: ADVERTISING AND INTEGRATED BRAND PROMOTI

Author: O'GUINN

Required: Yes