

Advertising - BU145

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