MKT 6332 - Advertising and Promotional Strategy

MKT 6332 Advertising and Promotional Strategy (3 semester credit hours) The process of formulating promotional strategy with particular emphasis on advertising and sales promotions. Topics include behavioral theories of communication, budgeting, media selection, scheduling of advertisements, measurement of advertising effectiveness, and management different types of sales promotions. Students analyze grocery scanner data to evaluate the effectiveness of promotions. Corequisite: MKT 6301. (3-0) Y