MKT 4350 Advertising (3 semester credit hours) This course examines the principles and practices of advertising, public relations and promotions. Topics include: the role of the ad agency; the advertising plan based on marketing, research, and consumer behavior; integrated marketing communications; communication goals and measurement, advertising, budgeting, advertising buying, media planning, media scheduling, and art, copy, creativity and production of ads in different media. We also discuss social, ethical and legal issues in advertising. Prerequisites: MKT 3300 and MKT 3320. (3-0) Y