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 will also include behavioral theories of communication, budgeting, media selection and media planning, scheduling of advertisements, measurement of advertising effectiveness, creative strategy and implementation, and management of different types of sales promotions. Prerequisite or Corequisite: MKT 6301. (3-0) Y