

# MKT4350 - Advertising

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