

MKT 160 : Advertising & Promotion

Introduces the principles of advertising and promotion, including sales promotion, publicity, public relations, and selling, and their relationship to the marketing system. Stresses strategies of informing, persuading, and integrating information to create a positive image.

Credits 3

Lecture Hours 45

Teaching Equivalent 3.00

Recommended Prep

MKT 120.

Prerequisites

ENG 19 with grade C or better, or placement at least ENG 22, or consent.