

Department: School of Business

Course Name Advertising and Promotion Management

Hours per week 3

Number of Credits 3

Course Description In order to best communicate with consumers, advertisers must utilize a myriad of tools (advertising, public relations, direct marketing, interactive/internet marketing, sales promotion, and personal selling). This course provides students with knowledge of methods by which a business organization communicates with its market and the techniques, theories and procedure to analyze and to design effective communication campaign. This course also reflects the most current perspectives and theories on the rapidly evolving area of integrated marketing communications.