

# COMMUNICATION-PS (CMMK)

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## **CMMK 4270 - Advertising Principles and Practices**

3 Credits

This course explores the numerous dimensions of advertising - as a business, a creative communication process, a social phenomenon, and a fundamental ingredient of the free enterprise system. Students will have the opportunity to analyze advertising perspectives, develop marketing and advertising strategies, integrate advertising with other elements of the communications mix, and create advertisements and commercials. Ethics and social responsibility will emphasize throughout the course.

**Prerequisite(s):** CMMK 1210; ENGL 4005

**Restrictions:**

Enrollment limited to students in the Schl for Professional Studies college.

**Attributes:** Prof. Studies Students Only