COMM 3329 Fundamentals of Advertising

Three semester hours. (SP)

This course explores the fundamentals of advertising and the basic theories and principles used in developing advertising. Learn how advertisers and agencies develop an advertisement or ad campaign, the visuals and messages to include in the ad, where and when the ad or campaign should run, and why. Topics include typical jobs in advertising and the basic duties associated with each job, advertising history, and ethical considerations. This course will also focus on advertising strategies for Hispanic markets.

Justification:
Description changed to reflect focus in Hispanic advertising. Semester offering was also changed.

Approvals: 
Chair Kevin Lindberg
Department Curriculum Committee
Chair Manuel Broncano
Department 
Chair James A Norris
College Curriculum Committee
Dean Thomas R. Mitchell