

MKT-40 — ADVERTISING

About This Course

Transfer: CSU

3.00 units

Prerequisite: None.

Description: Economic, professional, persuasive and technical aspects of advertising, publicity and propaganda, and their relation to sociology and psychology. Campaign organization, research and media of communication. Analysis and discussion of situation problems, mass motivation, consumer action and legal restraints. 54 hours lecture. (Letter Grade, or Pass/No Pass option)