

MRKT 453. ADVERTISING AND MEDIA.

Credits: 3

Offered by: Management (Desautels Faculty Management)

This course is not offered this catalogue year.

Description

Elements of an integrated marketing communications plan that engages consumers across different touch points, and achieves the communication objectives of the brand.

- Summer - Section 751 (06-JUL-2009/19-AUG-2009)
- Note: Continuing Studies section-check Calendar
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- Prerequisite(s): MGCR 352

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

[Launch Visual Schedule Builder](#)