

COM 8302: Advertising

Advertising campaign planning, including research, audience segmentation, strategy, creative development, execution, media planning, and evaluation; advertising & IMC; brand development; new and non-traditional advertising; digital advertising, client management; advertising & society.

Credits: 3.0

Prerequisites:

(COM 8008 :Y and COM 8100 :Y) and (COM 8001 :Y or COM 8002 :Y)

Program: [Communication](#)