

## Mktg 353: Advertising and Promotion MARKETING

Provides the basic understanding of the principles and practices of the advertising industry. Topics include understanding advertising's role in society; learning the structure of the advertising agency and career paths; and studying how advertising is planned, created, and implemented.

## **Prerequisites**

- Mktg 351: Marketing Principles (Minimum grade: C)
- Pre-requisite: Minimum grade of C in Mktg 351 or GB 350.
- Pre-Requisite: 24 Earned Hours

## Instruction Type(s)

- Lecture: Lecture for Mktg 353
- Lecture: Compressed Video for Mktg 353
- Lecture: Correspondence for Mktg 353

## **Subject Areas**

- Marketing/Marketing Management, General
- Advertising



about the accreditation.

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist,