

COM 3461: Advertising

Strategies and techniques used in contemporary American advertising: consumer behavior, market research and analysis, message development for print and broadcast, and media selection.

Credits: 3.0

Prerequisites:

COM 2200

COM 2240

COM 2280

COM 2300

COM 2340

COM 2400

COM 2440

COM 2200 or COM 2240 or COM 2280 or COM 2300 or COM 2340 or COM 2400 or COM 2440

Program: [Communication](#)