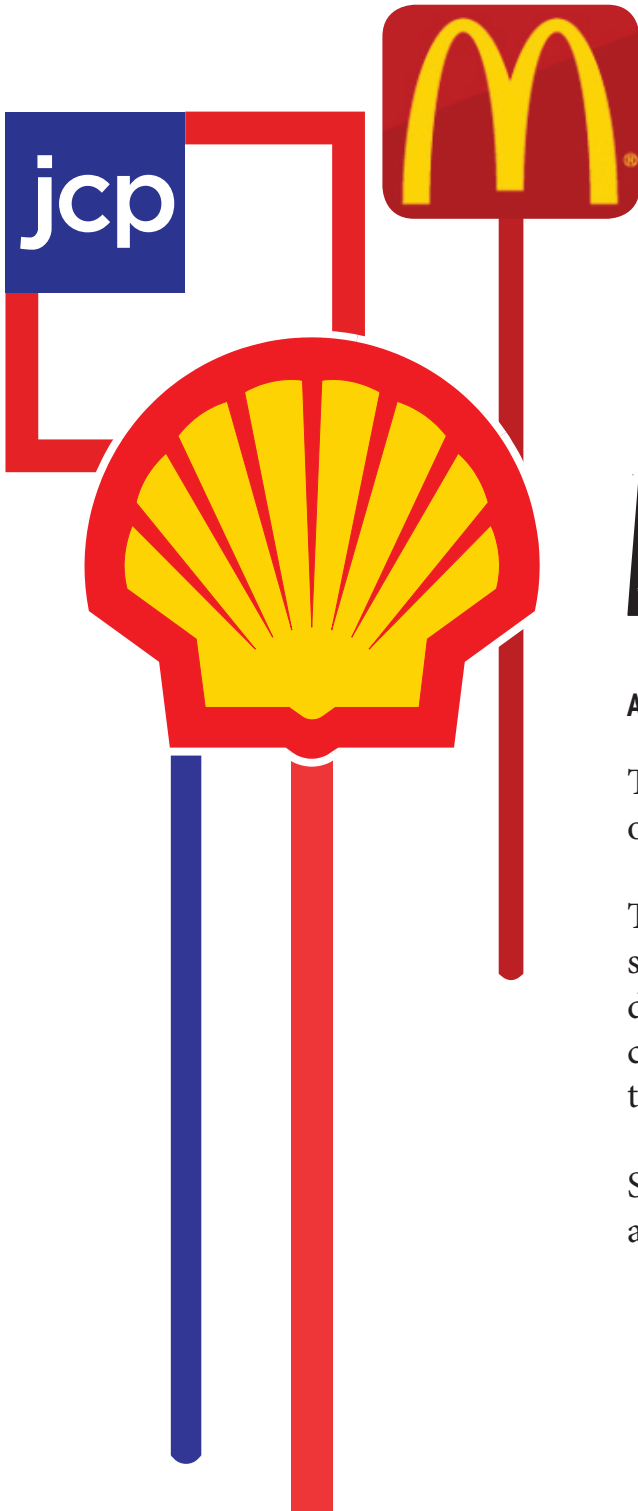




Retail Advertising

ADV 4301.001 CRN 22007 MWF 2-2:50 p.m. Instructor: Mary Liz Brooks

The Retail Advertising course will explore the specific form of advertising dealing with largely local, store-level sales.

Topics to be examined include advertising research, strategy, planning, consumer behavior, creative development, sales promotion, integrated marketing communications, and the ethical environment, all as they pertain to the local and retail advertising arena.

Students will be expected to think critically and creatively, as well as work collaboratively in a professional setting.

