

# BUS-416W : Advertising

A study of the wide varieties of non-personal ways an organization communicates with customers and other stakeholder groups. Primary emphasis is placed on traditional paid media. Internet and social media options are also reviewed, along with alternative advertising vehicles such as brochures, direct mail and point-of-sale contacts. Course content includes a review of the planning, design and production processes, as well as sample communications as an essential part of the learning process. FILA general education: writing intensive.

**Credits** 3

**Prerequisites**

[FILA-150](#) or [FILA-350EW](#); [ENG-110](#); [BUS-300](#); [BUS-310](#); or permission of instructor

**Term Offered**

Fall Only

**Session Cycle**

F