## 2019-2020 TTC Catalog

## **MKT 240 Advertising**

Lec: 3.0 Lab: 0 Credit: 3.0

This course is a study of the role of advertising in the marketing of goods and services, including types of advertising, media, how advertising is created, agency functions and regulatory aspects of advertising.

## Course Offered Spring

Grade Type Letter Grade Division

**Business Technology**