

# 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