## 2020-2021 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**