

Business Administration

Course Number: **BUAD 266**

Course Title: **ADVERTISING AND MARKETING COMMUNICATIONS**

Credits: 3

Calendar Description: Students examine the role of advertising design in integrated marketing communications. Advertising design is considered with respect to consumer behaviour, media, advertisers and advertising professionals to develop a basic understanding of the applicability of advertising in planning and executing an integrated marketing communications plan. *(also offered by Distance Education)*

Semester and Year:

Evaluation Procedure

Classwork	20%
Project	40

SKILLS ACROSS THE BUSINESS CURRICULUM