Westfield State College MRKT 328-550

Welcome to....



Principles of Advertising

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COURSE OBJECTIVES:

• To provide a contemporary view of the role and importance of marketing communications

- To introduce students to the process of advertising and brand promotion and their role in marketing
- To provide an overview of the tools needed to manage the marketing communications elements of a promotional plan
- To provide a thorough coverage of all aspects of an integrated marketing communications program

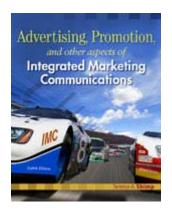
The following textbook is required for the course. Please be prepared for class which begins on May 24, 2010.

TEXT: Advertising, Promotion, and other aspects of Integrated Marketing Communications 8^{th} Edition

Terrance A. Shimp

South-Western/Cengage Learning

ISBN: 13: 978-0-324-59360-0



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