

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
8th Edition
Terrance A. Shimp
South-Western/Cengage Learning
ISBN: 13: 978-0-324-59360-0

