

## COMM 240: ADVERTISING

Examines the history, functions, practices, and criticism of advertising. Students learn the creative process of the profession, as well as ways to become more critical consumers of advertising messages. Includes community-service learning and a group project for a nonprofit organization. Cross listed as MKTC 240. Recommended background: COMM 100.

**Credits:** 3

**Department:** [Communication](#)

**Recommended:**

[COMM 100](#) and [BUAD 230](#)