## COMR 443: Cases and Campaigns in Advertising and Public Relations

Gives students experience in and knowledge of the techniques and tools of the advertising/and public relations practitioner.

## Credits: 3 Prerequisites:

Successful completion of COMR 352/MRKT 352 and COMR 333/MRKT 333 or permission of the professor. EU writing proficiency.

**Program:** Public Relations and Advertising