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Contemporary Advertising: And Integrated Marketing Communications, 2012, 768 pages, William Arens, Michael Weigold, Christian Arens, 0078028957,

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• Identify and define key basic concepts in advertising and marketing communications • Describe jobs in advertising • Analyze the social and ethical issues that surround the practice of advertising Required Text: Arens, Weigold, Arens, 15e (2017) Contemporary Advertising and Integrated Marketing ...

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