

MARKETING CAMPAIGNS IN U.S. HISTORY, C. 1850 – PRESENT



HIS/ MKT 367 Dr. Murphy | T/TR, 1:00–2:15pm

This course examines how different industries, products, and companies employed their marketing campaigns to take advantage of opportunities, respond to internal and external challenges and threats, and adapt to the social and cultural environment of their times. This will include the historical context of changing needs and wants of consumers, as well as developments in advertising media and marketing approaches.

FULFILLS WRITING II PROFICIENCY

Non-history majors/minors must pre-register through the professor.
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