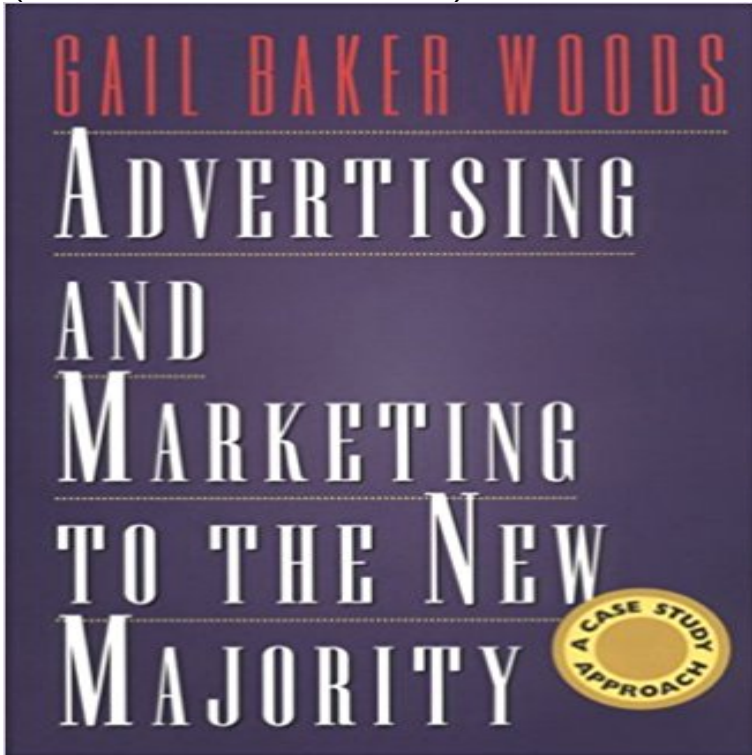


Advertising and Marketing to the New Majority: A Case Study Approach (Mass Communication)



This supplemental text covers the disciplines of advertising and marketing as they pertain to ethnic audiences primarily African, Hispanic, Native, and Asian Americans, through case studies.

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