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### Advertising and Marketing Communications

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# ADVERTISING AND MARKETING COMMUNICATIONS



Advertising needs creativity, what about marketing? Marketing is the perfect amalgamation of innovative ideas and imaginative brilliance that will help you carve a groundbreaking path for your campaign by designing creative, communicative elements that appeal to a varied demographic. This is the reason why Sheridan crafted the Advertising and Marketing Communications program to emphasize creativity because it is essential to the business method of understanding, predicting, and meeting the needs and wants of our future customers.

## References

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