

Jour 390: Introduction to Writing for Advertising

SCHOOL OF JOURNALISM & NEW MEDIA

Types of advertising; concepts of creativity, copy structure, and style; emphasis on creative thinking and clear, precise writing in preparation of advertising for print and broadcast media and copy for presentations and direct mail.

3 Credits

Prerequisites

- [Jour 102: Introduction to Multimedia Writing](#) (Minimum grade: C)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Jour 390
- Lecture: Compressed Video for Jour 390

Subject Areas

- [Journalism](#)

Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

