

# 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**

• <u>Journalism</u>

#### **Related Areas**

- Broadcast Journalism
- Journalism, Other
- Photojournalism

