

## Jour 386: Media Sales SCHOOL OF JOURNALISM & NEW MEDIA

Basic advertising techniques for multimedia, including planning, selling, and servicing clients at the local and national levels.

3 Credits

## **Prerequisites**

- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

## Instruction Type(s)

• Lecture: Lecture for Jour 386

## Subject Areas • Journalism, Other

- Public Relations, Advertising, and Applied Communication

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