

Jour 390: Introduction to Writing for Advertising

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

- Advertising
- Public Relations, Advertising, and Applied Communication

Related Areas

- International and Intercultural Communication
- Public Relations, Advertising, and Applied Communication, Other
- Public Relations/Image Management
- <u>Technical and Scientific Communication</u>

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