

Jour 386: Media Sales MEEK 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

