

## Jour 386: Media Sales School of Journalism and 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

