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.

Instruction Type(s)
• Lecture: Lecture for Jour 386

Subject Areas
• Journalism, Other
• Public Relations, Advertising, and Applied Communication

Related Areas
• Advertising
• Broadcast Journalism
• Journalism
• Photojournalism
• Public Relations/Image Management
• Technical and Scientific Communication