Jour 386: Media Sales

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