

Jour 386: Broadcast Advertising Sales

Basic advertising techniques for broadcasting, including planning, selling, and servicing clients at the local and national levels. 3 Credits

Prerequisites

• Pre-Requisite: 24 Earned Hours

Instruction Type(s)

Lecture: Lecture for Jour 386

Subject Areas

Broadcast Journalism

Related Areas

- Journalism
- Journalism, Other
- <u>Photojournalism</u>

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