

## Jour 390: Introduction to Writing for Advertising **JOURNALISM**

Types of advertising; concepts of creativity, copy structure, and style; emphasis on creative thinking and clear, precise writing in preparation of advertising for print and broadcast media and copy for presentations and direct mail.

3 Credits

### Prerequisites

- [Jour 102: Writing for the Media](#) (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

### Instruction Type(s)

- Lecture: Lecture for Jour 390

### Subject Areas

- [Journalism](#)

### Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

