

# Jour 386: Broadcast Advertising Sales JOURNALISM

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
- Photojournalism

