

Jour 386: Broadcast Advertising Sales

SCHOOL OF JOURNALISM & NEW MEDIA

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](#)

