

Jour 390: Introduction to Writing for Advertising

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

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

