

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

