

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

### **SCHOOL OF JOURNALISM & NEW MEDIA**

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: Introduction to Multimedia Writing](#) (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](#)

