

## **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](#)

