

# Jour 386: Media Sales SCHOOL OF JOURNALISM & NEW MEDIA

Basic advertising techniques for multimedia, including planning, selling, and servicing clients at the local and national levels.

3 Credits

#### **Prerequisites**

- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

### Instruction Type(s)

• Lecture: Lecture for Jour 386

## Subject Areas • Broadcast Journalism

#### **Related Areas**

- Journalism
- Journalism, Other
- Photojournalism

