

## **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**

- [Journalism, Other](#)
- [Public Relations, Advertising, and Applied Communication](#)

