

## **IMC 390: 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**

- [IMC 205: Writing for Integrated Marketing Comm](#) (Minimum grade: C)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

### **Instruction Type(s)**

- Lecture: Lecture for IMC 390
- Lecture: Compressed Video for Jour 390

### **Subject Areas**

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

### **Related Areas**

- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Public Relations/Image Management](#)
- [Technical and Scientific Communication](#)

