Jour 386: Media Sales

School of Journalism and 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

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.