

## 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

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