

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](#)

