

Advertising

JB 2113

DEGREE PROGRAM COURSE DESCRIPTIONS

The student will describe various aspects of the preparation of advertising through both the print and electronic media. He or she will effectively use typography, graphics, photography, layout, music, and sound effects in the preparation of an advertising campaign that uses both print and electronic media.

PREREQUISITES?

ENGL 0203, adequate placement score, or by meeting determined placement measures

CREDIT HOURS

3