

**Nebraska Wesleyan University**

Catalog 2011-2012

## **COMM 260 Principles of Advertising**

3 hours

**Majors, Minors & Degrees:**

**Majors**

Communication (B.A., B.S.)

**Minors**

Certificate in English Language Learning

Communication

Marketing

**Departments/Programs:**

Communication Studies

Organizational Communication (Adult Undergraduate)

This broad-based course overviews the history and criticism of advertising, as well as the fundamental aspects of targeting, positioning, media selection, and creative strategy. The culminating project involves working with a client to develop a full advertising campaign.

(Normally offered each semester.)