Nebraska Wesleyan University

COMM 260 Principles of Advertising

Catalog

2013-2014

Course Description

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.

Course Hours

3 hours

Departments

1. Communication Studies
2. Organizational Communication (Adult Undergraduate)