

Nebraska Wesleyan University

Catalog 2013-2014

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.