Nebraska Wesleyan University

COMM 171 Copy and Layout

Catalog

2013-2014

Course Description

This course provides a practical application of creative strategy, process, and execution. The overall goal is to help students design effective advertisements and commercials in a variety of media including print, television, radio, direct mail, outdoor, and web-based. Students will learn to produce ads for local, regional, national, and international markets.

Course Hours

3 hours

Departments

1. Organizational Communication (Adult Undergraduate)