COMM 1170 Copy and Layout

3 hours

Majors, Minors & Degrees:

Majors (Adult)
Organizational Leadership and Communication (B.S.)

Certificates
Public Relations Minor

Departments/Programs:

Organizational Leadership and Communication (Adult Undergraduate)

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.