

Nebraska Wesleyan University

Catalog 2017-2018

COMM 3600 Principles of Advertising

3 hours

Majors, Minors & Degrees:

Majors

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

Minors

Communication Studies

Marketing

Minors (Adult)

Marketing

Departments/Programs:

Communication Studies

Organizational Leadership and 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.

(Normally offered each semester.)