Nebraska Wesleyan University

COMM 3600 Principles of Advertising

Catalog

2017-2018

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.
(Normally offered each semester.)

Course Hours

3 hours

Departments

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