**Nebraska Wesleyan University**

# COMM 3600 Principles of Advertising

## Catalog

2018-2019

## 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)