

**Nebraska Wesleyan University**

Catalog 2019-2020

## **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.)