

COMR 363: Advertising Workshop

Provides weekly experience and skill training in the fields of promotion, public relations, and advertising. Students work with departmental clients, plan strategies for promotion, develop campaigns, create materials, and assess results as part of the workshop experience.

Credits: 1

Prerequisites:

COEM 175 and COMM 214 (COMM 333, 352 and/or MRKT 239 recommended).

Program: Public Relations and Advertising