

SLMC 322: Advertising Copywriting and Design

This course combines theory and practice to cultivate effective creative strategy and conceptual thinking within advertising creative utilizing diverse and interdependent media. Students will apply critical thinking to create campaign solutions employing the use of traditional, social, digital and emerging media. Additionally, this course will develop principles of copy writing and design while incorporating the use of professional tools, technology and creative software.

Credits: 3

Prerequisites/Permissions:

SLMC 222

Program:

Strategic, Legal & Management Communication

COURSE DESCRIPTIONS