

Communication Elective for Minors, Concentrators and Majors

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29 October 2008

Communication Concentrations, Communication Minors and PTC-APR students still looking for a Winter Quarter communication course should check out “Media Planning” (0535-525-01) taught by Dr. Lee. The class is offered Monday/Wednesday, 2-4 p.m.

“Media Planning” explores the characteristics of the various media options available for advertising and PR campaigns including terminology, the main variables in media planning and the rationale for different media selection and strategies.

Advertising & Public Relations and Professional & Technical Communication majors can enroll in the Media Planning course and have it count as a professional elective or as one of their Institute-wide electives.