

## “Media Planning” Communication Elective in Winter

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Communication Concentrators, Communication Minors and students who major in PTC, APR and Journalism who are searching 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, Professional & Technical Communication and Journalism majors can enroll in the Media Planning course and have it count as a professional elective or as one of their Institute-wide electives.