

MPR 200 : Scripting for Radio, Television, and e-Media

Fall

The average American is exposed to more than 3,000 advertisements and media messages each day, but recalls only about a dozen. To write creative and memorable messages that stand out in the marketing departments of local, national, and international organizations, skill is required. This course introduces the student to effective copywriting for radio, television, and e-based platforms.

Credits 3