About the Journ 4200 Course

Everyday we are exposed to thousands of media messages. Do you know how advertising and public relations campaigns affect you? How do persuasive messages affect you, your friends and family, the economy, and society as a whole? Good news... J4200 will help you answer these and many other questions regarding the effects of advertising on society and our well-being. Principles of Strategic Communication provides by affording you with learning experiences that will allow you to gain a better understanding (and appreciation) about what strategic communication and advertising is, what it is not what it can be, how it works, along with a basic knowledge about the environmental constraints and legal regulations.