

BPT 113 : Broadcast Sales

This course covers sales principles applicable to radio, television, cable, and other electronic media. Emphasis is placed on prospecting and servicing accounts, developing clients, and preparing sales presentations. Upon completion, students should be able to create a sales presentation based upon standard ratings reports, prospect for new customers, and understand account management.

Credits 3

Class Hours 3

Lab Hours 0

Clinical Experience Hours 0

Prerequisites

ENG 111