

# BOAD 370 : The Pitch

Skill development necessary to persuade when presenting work and ideas. Students will develop verbal, visual, and written pitch presentations of creative ideas to be delivered to key stakeholders. The course focuses on effective communication of concepts, storytelling, creative vision, scope of work, logistics, and budget.

**Credits** 3

**Studio Hours** 6

**Lecture Hours** 0

**Prerequisite Courses**

WRIT 151

**Prerequisites**

BOAD 230 or BOAD 254.