IMC 104: Introduction to Integrated Marketing Com

School of Journalism and New Media

Introduces the basic disciplines of IMC: advertising, sales promotion, public relations, direct marketing, database marketing, Internet marketing communication, and relationship marketing.

3 Credits

Prerequisites

- Course may be repeated only once.

Instruction Type(s)

- Lecture: Lecture for IMC 104
- Lecture: Compressed Video for IMC 104
- Lecture: Web-based Lecture for IMC 104
- Lecture: iStudy for IMC 104

Subject Areas

- Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- Photojournalism

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.