IMC 104: Introduction to Integrated Marketing Communication

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