IMC 306: Internet Marketing Communication

School of Journalism and New Media

A detailed survey of marketing communications online applications, e.g., the website as a basic marketing platform, search engine optimization, digital promotions, email and social media marketing.

3 Credits

Prerequisites

• Course may be repeated only once.
• Prerequisite: IMC 205 minimum grade C or Jour 102 minimum grade C
• Pre-Requisite: 24 Earned Hours

Instruction Type(s)

• Lecture/Lab: Lecture/Lab for IMC 306
• Lecture/Lab: Compressed Video for IMC 306
• Lecture/Lab: Web-based Lecture/Lab for IMC 306

Subject Areas

• Journalism

Related Areas

• Broadcast Journalism
• Journalism, Other
• Photojournalism