

## **IMC 314: Fashion Promotion and Media**

### **School of Journalism and New Media**

This course introduces students to the communication, promotion, media, and branding of fashion in domestic and international markets.

3 Credits

#### **Prerequisites**

- Prerequisite IMC 205 OR Jour 102
- PreReq - Intergrated Marketing Communications or Journalism Majors

#### **Instruction Type(s)**

- Lecture: Lecture for IMC 314

#### **Subject Areas**

- [Communication, General](#)

#### **Related Areas**

- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

