IMC 355: Persuasion
School of Journalism and New Media
This course is designed to expose students to a social science approach to persuasion theories with a view toward their application in integrated marketing communications.
3 Credits
Prerequisites
- IMC 104: Introduction to Integrated Marketing Com
- IMC 205: Writing for Integrated Marketing Comm
- Junior Standing Required
Instruction Type(s)
- Lecture: Lecture for IMC 355
Subject Areas
- Journalism
Related Areas
- Broadcast Journalism
- Journalism, Other
- Photojournalism