IMC 390: Advanced Writing: Integrated Marketing  
School of Journalism and New Media  
Types of advertising; concepts of creativity, copy structure, and style; emphasis on creative thinking and clear, precise writing in preparation of advertising for print and broadcast media and copy for presentations and direct mail.  
3 Credits  
Prerequisites  
• IMC 205, Writing for Integrated Marketing Comm (Minimum grade: C)  
• Course may be repeated only once.  
Instruction Type(s)  
• Lecture: Lecture for IMC 390  
• Lecture: Compressed Video for IMC 390  
Course Fee(s)  
Journalism 3  
• $40.00  
Subject Areas  
• Advertising  
• Public Relations, Advertising, and Applied Communication  
Related Areas  
• Advertising  
• Public Relations, Advertising, and Applied Communication  
• Public Relations/Image Management  
• Technical and Scientific Communication