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