**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