IMC 404: Integrated Marketing Comm Research

School of Journalism and New Media

Theory and practice of qualitative and quantitative research applied to multiple marketing and communications challenges and tasks.

3 Credits

Prerequisites
- IMC 104: Introduction to Integrated Marketing Comm (Minimum grade: C)
- IMC 205: Writing for Integrated Marketing Comm (Minimum grade: C)
- Course may be repeated only once.
- Integrated Marketing Communication or Journalism Majors Only

Instruction Type(s)
- Lecture: Lecture for IMC 404
- Lecture: Compressed Video for IMC 404

Subject Areas
- Journalism

Related Areas
- Broadcast Journalism
- Journalism, Other
- Photojournalism