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 Com (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
- Pre-Requisite: 24 Earned Hours

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

**Subject Areas**
- Journalism

**Related Areas**
- Broadcast Journalism
- Journalism, Other
- Photojournalism