IMC 430: The Agency Class
School of Journalism and New Media

This immersive course requires students to work in a professional agency atmosphere. The clients are real, and the expectation for quality, professional deliverables is also very real. Students must also be willing to learn and perform varying tasks as deemed necessary by the agency's clients.

3 Credits

Prerequisites
- Integrated Marketing Communication or Journalism Majors Only

Instruction Type(s)
- Lecture: Lecture for IMC 430

Subject Areas
- Communication, General

Related Areas
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric