IMC 503: Insights and Measurements  
**School of Journalism and New Media**

This course introduces basic methods for generating and acquiring information and data useful for IMC applications.

3 Credits

**Prerequisites**
- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.
- Prerequisite: Junior standing (60 hr).

**Instruction Type(s)**
- Lecture: Lecture for IMC 503
- Lecture: Compressed Video for IMC 503
- Lecture: Web-based Lecture for IMC 503
- Lecture: Online Program for IMC 503

**Subject Areas**
- Mass Communication/ Media Studies
- Communication, General

**Related Areas**
- Communication, General
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric