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