IMC 508: Advanced Media Strategy and Analysis
School of Journalism and New Media

This course is a detailed survey of new media planning and buying that is evolving in the 21st century. It covers multiple trends and challenges, including:
- Client demand for integrated marketing communications and greater accountability,
- Audience fragmentation,
- Media proliferation,
- And new technologies.

3 Credits

**Prerequisites**
- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.

**Instruction Type(s)**
- Lecture: Lecture for IMC 508
- Lecture: Compressed Video for IMC 508

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

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