IMC 531: Consumer Research and Insights
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
- IMC 501: Principles of Integrated Marketing Comm
- Prerequisite requirements for this course may also be satisfied by consent of instructor.

Instruction Type(s)
- Lecture: Lecture for IMC 531
- Lecture: Compressed Video for IMC 531
- Lecture: Web-based Lecture for IMC 531
- Lecture: Online Program for IMC 531

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

Related Areas
- Speech Communication and Rhetoric