IMC 553: Strategic Communication Planning
School of Journalism and New Media

Presents principles and practices of the account planning process to develop skills, insights, and strategies to use in different methods of influencing consumers' behavior.

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 553
- Lecture: Compressed Video for IMC 553

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

Related Areas
- Speech Communication and Rhetoric