IMC 559: Advanced IMC Campaigns
School of Journalism and New Media
This course serves as a capstone in which students apply theory, strategy, and skills in integrated marketing communications to develop a campaign.

3 Credits

Prerequisites
• IMC 501: Introduction to Integrated Mktg Comm.

Instruction Type(s)
• Lecture: Lecture for IMC 559

Subject Areas
• Communication, General

Related Areas
• Mass Communication/ Media Studies
• Speech Communication and Rhetoric