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