IMC 561: Creative Development and Direction
School of Journalism and New Media

This course covers - from start to finish - the many facets of IMC creative development and management, all of which are combinations of both right and left-brain thinking.

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 561
• Lecture: Compressed Video for IMC 561

Subject Areas

• Mass Communication/ Media Studies
• Communication, General

Related Areas

• Speech Communication and Rhetoric