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