IMC 563: Reputation Management

School of Journalism and New Media

This course covers public relations as a key component of integrated marketing communications, interacting with other disciplines to manage a client's reputation among all publics and stakeholders.

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 563
- Lecture: Compressed Video for IMC 563

Subject Areas
- Public Relations/Image Management
- Public Relations, Advertising, and Applied Communication

Related Areas
- Advertising
- Technical and Scientific Communication