IMC 692: 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
• Must have completed undergraduate IMC core or have permission of instructor.

Instruction Type(s)
• Lecture: Lecture for IMC 692
• Lecture: Compressed Video for IMC 692

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

Related Areas
• Advertising
• Public Relations, Advertising, and Applied Communication
• Public Relations/Image Management
• Technical and Scientific Communication