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