IMC 104: Introduction to Integrated Marketing Communication

Introduces the basic disciplines of IMC: advertising, sales promotion, public relations, direct marketing, database marketing, Internet marketing, communication, and relationship marketing.

3 Credits

Prerequisites
• Course may be repeated only once.

Instruction Type(s)
• Lecture: Lecture for IMC 104
• Lecture: Compressed Video for IMC 104
• Lecture: Web-based Lecture for IMC 104
• Lecture: iStudy for IMC 104

Subject Areas
• Journalism

Related Areas
• Broadcast Journalism
• Journalism, Other
• Photojournalism