**Course Title:** IMC 104: Introduction to Integrated Marketing Communication

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

**Credits:** 3

**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