IMC 390: Advanced Writing: Integrated Marketing

Types of advertising; concepts of creativity, copy structure, and style; emphasis on creative thinking and clear, precise writing in preparation of advertising for print and broadcast media and copy for presentations and direct mail.

3 Credits

Prerequisites
- IMC 205: Writing for Integrated Marketing Comm (Minimum grade: C)
- Course may be repeated only once.

Instruction Type(s)
- Lecture: Lecture for IMC 390
- Lecture: Compressed Video for IMC 390

Course Fee(s)
- Journalism 3: $40.00

Subject Areas
- Advertising
- Public Relations, Advertising, and Applied Communication

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