IMC 601: Advanced Account Planning
Meek School of Journalism & New Media

Presents principles and practices of the account planning process to develop skills, insights and strategies to use in different methods of influencing consumers' behavior.

3 Credits

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

Instruction Type(s)
• Lecture: Lecture for IMC 601
• Lecture: Compressed Video for IMC 601

Subject Areas
• Mass Communication/ Media Studies
• Communication, General

Related Areas
• Communication, General
• Mass Communication/ Media Studies
• Speech Communication and Rhetoric