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