

## **IMC 100: Ideas in IMC** **SCHOOL OF JOURNALISM & NEW MEDIA**

This course focuses on covering emerging trends or skills that may become essential to practitioners in integrated marketing communications. May be repeated for credit.

3 Credits

### **Instruction Type(s)**

- Lecture: Lecture for IMC 100

### **Subject Areas**

- [Public Relations, Advertising, and Applied Communication, Other](#)

### **Related Areas**

- [Advertising](#)
- [International and Intercultural Communication](#)
- [Public Relations, Advertising, and Applied Communication](#)
- [Public Relations/Image Management](#)
- [Technical and Scientific Communication](#)

