

## **Jour 205: Writing for Integrated Marketing Comm**

### **SCHOOL OF JOURNALISM & NEW MEDIA**

This course focuses on developing students' skills in accurate, forceful, vivid and persuasive writing to advance a variety of IMC strategies.

Course may be repeated only once. This course is only available to students with majors in the School of Journalism and New Media or School of Business Administration.

3 Credits

### **Prerequisites**

- [Jour 204: Introduction to Integrated Marketing Com](#) (Minimum grade: C)

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

- Lecture: Lecture for Jour 205
- Lecture: Compressed Video for Jour 205

### **Subject Areas**

- [Journalism](#)

### **Related Areas**

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

