

# Jour 555: Integrated Marketing Communications SCHOOL OF JOURNALISM & NEW MEDIA

A capstone course involving tactical application of IMC skills and disciplines, and to develop team-building skills. Alternative and competing IMC campaigns will be presented and judged by both professor and client.

3 Credits

## **Prerequisites**

- Jour 404: Integrated Marketing Communications Rese (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

## Instruction Type(s)

• Lecture: Lecture for Jour 555

#### **Subject Areas**

• Journalism

#### **Related Areas**

- Broadcast Journalism
- Journalism, Other
- Photojournalism

