

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)
- Prerequisite requirements for this course may also be satisfied by consent of instructor.

Instruction Type(s)

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

Subject Areas

- [Journalism](#)

Related Areas

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

