

Jour 304: Account Planning **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

- [Jour 204: Introduction to Integrated Marketing Com](#) (Minimum grade: C)
- [Jour 205: Writing for Integrated Marketing Comm](#) (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Jour 304

Subject Areas

- [Journalism](#)

Related Areas

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

