

## IMC 314: Fashion Promotion and Media

This course introduces students to the communication, promotion, media, and branding of fashion in domestic and international markets. 3 Credits

Prerequisites

Prerequisite IMC 205 OR Jour 102

## Instruction Type(s)

Lecture: Lecture for IMC 314

## **Subject Areas**

<u>Communication, General</u>

## **Related Areas**

- <u>Communication and Media Studies, Other</u>
- <u>Mass Communication/ Media Studies</u>
- Speech Communication and Rhetoric

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