

# IMC 404: Integrated Marketing Comm Research SCHOOL OF JOURNALISM & NEW MEDIA Theory and practice of qualitative and quantitative research applied to multiple marketing and communications challenges and tasks.

3 Credits

# **Prerequisites**

- IMC 305: Visual Communication (Minimum grade: C)
- IMC 304: Account Planning (Minimum grade: C)
- · Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

### Instruction Type(s)

• Lecture: Lecture for IMC 404

#### **Subject Areas**

Journalism

# **Related Areas**

- Broadcast Journalism
- Journalism, Other
- Photojournalism

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