

IMC 501: Introduction to Integrated Mktg Comm.

SCHOOL OF JOURNALISM & NEW MEDIA

This course introduces the basic disciplines of IMC: advertising, sales promotion, public relations, direct marketing, database marketing, proximity marketing, Internet marketing communication and relationship marketing.

3 Credits

Prerequisites

- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.

Instruction Type(s)

- Seminar: Seminar for IMC 501
- Seminar: Compressed Video for IMC 501

Subject Areas

- [Journalism](#)

Related Areas

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

