

# IMC 503: Insights and Measurements SCHOOL OF JOURNALISM & NEW MEDIA

This course introduces basic methods for generating and acquiring information and data useful for IMC applications.

3 Credits

### Prerequisites

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

## Instruction Type(s)

Lecture: Lecture for IMC 503

#### **Subject Areas**

Journalism

#### **Related Areas**

- Broadcast Journalism
- Journalism, Other
- Photojournalism

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