

IMC 559: Advanced IMC Campaigns

This course serves as a capstone in which students apply theory, strategy, and skills in integrated marketing communications to develop a campaign. 3 Credits

Prerequisites

- IMC 501: Introduction to Integrated Mktg Comm.
- Pre-requisite IMC 551 OR Instructor Approval

Instruction Type(s)

Lecture: Lecture for IMC 559

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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