

# IMC 355: Persuasion SCHOOL OF JOURNALISM & NEW MEDIA

This course is designed to expose students to a social science approach to persuasion theories with a view toward their application in integrated marketing communications.

3 Credits

### **Prerequisites**

- IMC 204: Introduction to Integrated Marketing Com
- IMC 205: Writing for Integrated Marketing Comm
- Junior Standing Required

## Instruction Type(s)

• Lecture: Lecture for IMC 355

#### **Subject Areas**

• <u>Journalism</u>

#### **Related Areas**

- Broadcast Journalism
- Journalism, Other
- Photojournalism

