

## **IMC 356: Digital Sales Experience**

### **SCHOOL OF JOURNALISM & NEW MEDIA**

This course is designed to teach and provide real-world experiences in internet marketing/digital media sales. As part of the course, students are required to call on clients to sell digital/internet media products.

3 Credits

#### **Instruction Type(s)**

- Lecture: Lecture for IMC 356

#### **Subject Areas**

- [Public Relations, Advertising, and Applied Communication](#)

#### **Related Areas**

- [Advertising](#)
- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Public Relations/Image Management](#)
- [Technical and Scientific Communication](#)

