

IMC 404: Integrated Marketing Comm Research SCHOOL OF JOURNALISM & NEW MEDIA Theory and practice of qualitative and quantitative research applied to multiple marketing and communications challenges and tasks.

3 Credits

Prerequisites

- IMC 305: Visual Communication (Minimum grade: C)
- IMC 304: Account Planning (Minimum grade: C)
- · Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

• Lecture: Lecture for IMC 404

Subject Areas

Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- Photojournalism

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

