

## **IMC 559: Advanced IMC Campaigns**

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

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**

- [Communication, General](#)

#### **Related Areas**

- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

