

# 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**

<u>Communication, General</u>

#### **Related Areas**

- <u>Communication and Media Studies, Other</u>
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric

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