

IMC 591: IMC Explorations I **SCHOOL OF JOURNALISM & NEW MEDIA**

Course focuses on covering emerging issues or specialized content related to the broad fields of integrated marketing communications.

May be repeated for credit.

3 Credits

Instruction Type(s)

- Lecture/Lab: Lecture/Lab for IMC 591

Subject Areas

- [Communication, General](#)

Related Areas

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

