

## **IMC 355: Persuasion**

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

This course is designed to expose students to a social science approach to persuasion theories with a view toward their application in integrated marketing communications.

3 Credits

#### **Prerequisites**

- [IMC 204: Introduction to Integrated Marketing Com](#)
- [IMC 205: Writing for Integrated Marketing Comm](#)
- Junior Standing Required

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

- Lecture: Lecture for IMC 355

#### **Subject Areas**

- [Journalism](#)

#### **Related Areas**

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

