

IMC 304: Account Planning SCHOOL OF JOURNALISM & NEW MEDIA

Presents principles and practices of the account planning process to develop skills, insights and strategies to use in different methods of influencing consumers' behavior.

3 Credits

Prerequisites

- IMC 205: Writing for Integrated Marketing Comm (Minimum grade: C)
- IMC 204: Introduction to Integrated Marketing Com (Minimum grade: C)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for IMC 304
- Lecture: Compressed Video for IMC 304

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.

