

# IMC 314: Fashion Promotion and Media SCHOOL OF JOURNALISM & NEW MEDIA

This course introduces students to the communication, promotion, media, and branding of fashion in domestic and international markets. 3 Credits

### **Prerequisites**

• Prerequisite IMC 205 OR Jour 102

# Instruction Type(s)

• Lecture: Lecture for IMC 314

## **Subject Areas**

• Communication, General

#### **Related Areas**

- Communication and Media Studies, Other
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric

