

IMC 555: Integrated Marketing Communications

A capstone course involving tactical application of IMC skills and disciplines, and to develop team-building skills. Alternative and competing IMC campaigns will be presented and judged by both professor and client.

3 Credits

Prerequisites

- IMC 404: Integrated Marketing Comm Research (Minimum grade: C)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for IMC 555
- Lecture: Compressed Video for IMC 555

Subject Areas

Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- <u>Photojournalism</u>

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