

# IMC 204: Introduction to Integrated Marketing Com

Introduces the basic disciplines of IMC: advertising, sales promotion, public relations, direct marketing, database marketing, Internet marketing communication, and relationship marketing.

#### 3 Credits Prerequisites

• Course may be repeated only once.

### Instruction Type(s)

- Lecture: Lecture for IMC 204
- Lecture: Compressed Video for IMC 204
- Lecture: Web-based Lecture for IMC 204

## **Subject Areas**

• Journalism

#### **Related Areas**

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

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