

# IMC 557: Brand and Relationship Strategies

## SCHOOL OF JOURNALISM & NEW MEDIA

Focuses on critical thinking and problem solving in choosing the goals and tactics that will enable a firm to grow its business and develop its brand and relationships with key customers. Includes detailed examination of classic brand-building strategies and the ways in which marketers have developed and communicated strategies.

3 Credits

### Prerequisites

- [IMC 404: Integrated Marketing Comm Research](#) (Minimum grade: C)
- Course may be repeated only once.

### Instruction Type(s)

- Lecture: Lecture for IMC 557
- Lecture: Compressed Video for IMC 557

### Subject Areas

- [Mass Communication/ Media Studies](#)
- [Communication, General](#)

### Related Areas

- [Communication and Media Studies, Other](#)
- [Speech Communication and Rhetoric](#)

