

## **IMC 501: Introduction to Integrated Mktg Comm.**

### **SCHOOL OF JOURNALISM & NEW MEDIA**

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

3 Credits

#### **Prerequisites**

- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.

#### **Instruction Type(s)**

- Seminar: Seminar for IMC 501
- Seminar: Compressed Video for IMC 501

#### **Subject Areas**

- [Journalism](#)

#### **Related Areas**

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

