

IMC 503: Insights and Measurements

SCHOOL OF JOURNALISM & NEW MEDIA

This course introduces basic methods for generating and acquiring information and data useful for IMC applications.

3 Credits

Prerequisites

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

Instruction Type(s)

- Lecture: Lecture for IMC 503
- Lecture: Compressed Video for IMC 503

Subject Areas

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

Related Areas

- [Speech Communication and Rhetoric](#)

