

IMC 507: Direct and Database Marketing

SCHOOL OF JOURNALISM & NEW MEDIA

This course covers multiple methods of marketing to customers and potential customers directly and individually, in contrast with less precise, more broadly focused mass marketing media.

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 507
- Lecture: Compressed Video for IMC 507

Subject Areas

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

Related Areas

- [Speech Communication and Rhetoric](#)

