

IMC 557: Brand and Relationship Strategies

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
- <u>Communication, General</u>

Related Areas

- Communication and Media Studies, Other
- Speech Communication and Rhetoric

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