

IMC 559: Advanced IMC Campaigns SCHOOL OF JOURNALISM & NEW MEDIA

This course serves as a capstone in which students apply theory, strategy, and skills in integrated marketing communications to develop a campaign. 3 Credits

Prerequisites

- IMC 501: Introduction to Integrated Mktg Comm.
- Pre-requisite IMC 551 OR Instructor Approval

Instruction Type(s)

• Lecture: Lecture for IMC 559

Subject Areas

Communication, General

Related Areas

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

