

## IMC 587: Sports Promotion SCHOOL OF JOURNALISM & NEW MEDIA

This course is designed to expose students to strategies and tactics in integrated marketing communications as they relate to the sports industry. 3 Credits

## Instruction Type(s)

• Lecture: Lecture for IMC 587

## Subject Areas Communication, General

## **Related Areas**

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

