

## **IMC 591: IMC Explorations I**

### **SCHOOL OF JOURNALISM & NEW MEDIA**

Course focuses on covering emerging issues or specialized content related to the broad fields of integrated marketing communications.

May be repeated for credit.

3 Credits

#### **Instruction Type(s)**

- Lecture/Lab: Lecture/Lab for IMC 591

#### **Subject Areas**

- [Communication, General](#)

#### **Related Areas**

- [Communication and Media Studies, Other](#)
- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

