

IMC 692: Reputation Management

SCHOOL OF JOURNALISM & NEW MEDIA

This course covers public relations as a key component of integrated marketing communications, interacting with other disciplines to manage a client's reputation among all publics and stakeholders.

3 Credits

Prerequisites

- Must have completed undergraduate IMC core or have permission of instructor.

Instruction Type(s)

- Lecture: Lecture for IMC 692
- Lecture: Compressed Video for IMC 692

Subject Areas

- [Public Relations/Image Management](#)
- [Public Relations, Advertising, and Applied Communication](#)

Related Areas

- [Advertising](#)
- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Technical and Scientific Communication](#)

