

# IMC 314: Fashion Promotion and Media

This course introduces students to the communication, promotion, media, and branding of fashion in domestic and international markets. 3 Credits

## Prerequisites

• Prerequisite IMC 205 OR Jour 102

## Instruction Type(s)

• Lecture: Lecture for IMC 314

### **Subject Areas**

• Communication, General

#### **Related Areas**

- Communication and Media Studies, Other
- <u>Mass Communication/ Media Studies</u>
- Speech Communication and Rhetoric

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