

# IMC 503: Insights and Measurements

## SCHOOL OF JOURNALISM & NEW MEDIA

This course introduces basic methods for generating and acquiring information and data useful for IMC applications.

3 Credits

### Prerequisites

- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.

### Instruction Type(s)

- Lecture: Lecture for IMC 503
- Lecture: Compressed Video for IMC 503

### Subject Areas

- [Mass Communication/ Media Studies](#)
- [Communication, General](#)

### Related Areas

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

