

IMC 505: Internet and Mobile Media

SCHOOL OF JOURNALISM & NEW MEDIA

This course addresses the ways in which the Internet has changed marketing practice, combining all IMC practices specialized for the Internet platform, so that they can be studied as an integrated whole.

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 505
- Lecture: Compressed Video for IMC 505

Subject Areas

- [Digital Communication and Media/Multimedia](#)
- [Communication, General](#)

