

## **IMC 557: Brand and Relationship Strategies**

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

Focuses on critical thinking and problem solving in choosing the goals and tactics that will enable a firm to grow its business and develop its brand and relationships with key customers. Includes detailed examination of classic brand-building strategies and the ways in which marketers have developed and communicated strategies.

3 Credits

### **Prerequisites**

- [IMC 404: Integrated Marketing Comm Research](#) (Minimum grade: C)
- Course may be repeated only once.

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

- Lecture: Lecture for IMC 557
- Lecture: Compressed Video for IMC 557

### **Subject Areas**

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

### **Related Areas**

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

