

IMC 355: Persuasion SCHOOL OF JOURNALISM & NEW MEDIA

This course is designed to expose students to a social science approach to persuasion theories with a view toward their application in integrated marketing communications.

3 Credits

Prerequisites

- IMC 204: Introduction to Integrated Marketing Com
- IMC 205: Writing for Integrated Marketing Comm
- Junior Standing Required

Instruction Type(s)

Lecture: Lecture for IMC 355

Subject Areas

Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- <u>Photojournalism</u>

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