

## **IMC 506: Content Marketing**

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

This course is designed to enhance students' understanding of content marketing; the status of content marketing in today's marketplace; and the relationship between content, marketing, brands, and the different types of media.

3 Credits

#### **Prerequisites**

- Prerequisite: Junior standing (60 hr).

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

- Lecture: Lecture for IMC 506

#### **Subject Areas**

- [Public Relations, Advertising, and Applied Communication](#)

#### **Related Areas**

- [Advertising](#)
- [International and Intercultural Communication](#)
- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Public Relations/Image Management](#)
- [Technical and Scientific Communication](#)

