

## **IMC 507: Direct and Database Marketing**

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

This course covers multiple methods of marketing to customers and potential customers directly and individually, in contrast with less precise, more broadly focused mass marketing media.

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 507
- Lecture: Compressed Video for IMC 507

#### **Subject Areas**

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

#### **Related Areas**

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

