

# 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

