

IMC 601: Advanced Account Planning SCHOOL OF JOURNALISM & NEW MEDIA Presents principles and practices of the account planning process to develop skills, insights, and strategies to use in different methods of influencing consumers' behavior.

3 Credits

### Prerequisites

• Must have completed undergraduate IMC core or have permission of instructor.

# Instruction Type(s)

- Lecture: Lecture for IMC 601
- Lecture: Compressed Video for IMC 601

## Subject Areas

- Mass Communication/ Media Studies
- Communication, General

## **Related Areas**

- · Communication and Media Studies, Other
- Speech Communication and Rhetoric

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