

IMC 204: Introduction to Integrated Marketing Com SCHOOL OF JOURNALISM & NEW MEDIA

Introduces the basic disciplines of IMC: advertising, sales promotion, public relations, direct marketing, database marketing, Internet marketing communication, and relationship marketing.

3 Credits

Prerequisites

• Course may be repeated only once.

Instruction Type(s)

• Lecture: Lecture for IMC 204

Lecture: Compressed Video for IMC 204
Lecture: Web-based Lecture for IMC 204

Subject Areas

• <u>Journalism</u>

Related Areas

- Broadcast Journalism
- Journalism, Other
- Photojournalism

