

IMC 555: Integrated Marketing Communications

SCHOOL OF JOURNALISM & NEW MEDIA

A capstone course involving tactical application of IMC skills and disciplines, and to develop team-building skills. Alternative and competing IMC campaigns will be presented and judged by both professor and client.

3 Credits

Prerequisites

- [IMC 404: Integrated Marketing Comm Research](#) (Minimum grade: C)
- [Jour 391: Public Relations](#)
- [IMC 304: Account Planning](#)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for IMC 555
- Lecture: Compressed Video for IMC 555

Subject Areas

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

Related Areas

- [Speech Communication and Rhetoric](#)

