

# IMC 692: Reputation Management

This course covers public relations as a key component of integrated marketing communications, interacting with other disciplines to manage a client's reputation among all publics and stakeholders.

3 Credits

## Prerequisites

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

### Instruction Type(s)

- Lecture: Lecture for IMC 692
- Lecture: Compressed Video for IMC 692

#### **Subject Areas**

- Public Relations/Image Management
- Public Relations, Advertising, and Applied Communication

### **Related Areas**

- Advertising
- International and Intercultural Communication
- Public Relations, Advertising, and Applied Communication, Other
- <u>Technical and Scientific Communication</u>

