

IMC 508: Advanced Media Strategy and Analysis

[SCHOOL OF JOURNALISM & NEW MEDIA](#)

This course is a detailed survey of new media planning and buying that is evolving in the 21st century. It covers multiple trends and challenges, including: client demand for integrated marketing communications and greater accountability, audience fragmentation, media proliferation, and new technologies.

3 Credits

Prerequisites

- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.

Instruction Type(s)

- Lecture: Lecture for IMC 508
- Lecture: Compressed Video for IMC 508

Subject Areas

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

Related Areas

- [Communication and Media Studies, Other](#)
- [Speech Communication and Rhetoric](#)

