

IMC 559: Advanced IMC Campaigns

SCHOOL OF JOURNALISM & NEW MEDIA

This course serves as a capstone in which students apply theory, strategy, and skills in integrated marketing communications to develop a campaign.

3 Credits

Prerequisites

- [IMC 501: Introduction to Integrated Mktg Comm.](#)
- Pre-requisite IMC 551 OR Instructor Approval

Instruction Type(s)

- Lecture: Lecture for IMC 559

Subject Areas

- [Communication, General](#)

Related Areas

- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

