

## **IMC 587: Sports Promotion** **SCHOOL OF JOURNALISM & NEW MEDIA**

This course is designed to expose students to strategies and tactics in integrated marketing communications as they relate to the sports industry.

3 Credits

### **Instruction Type(s)**

- Lecture: Lecture for IMC 587

### **Subject Areas**

- [Communication, General](#)

### **Related Areas**

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

