

IMC 591: IMC Explorations I

SCHOOL OF JOURNALISM & NEW MEDIA

Course focuses on covering emerging issues or specialized content related to the broad fields of integrated marketing communications.

May be repeated for credit.

3 Credits

Prerequisites

- Prerequisite: Junior standing (60 hr).

Instruction Type(s)

- Lecture/Lab: Lecture/Lab for IMC 591

Subject Areas

- [Communication, General](#)

Related Areas

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

