

## **IMC 692: Reputation Management**

### **SCHOOL OF JOURNALISM & NEW MEDIA**

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](#)
- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Technical and Scientific Communication](#)

