

# IMC 404: Integrated Marketing Comm Research

Theory and practice of qualitative and quantitative research applied to multiple marketing and communications challenges and tasks. 3 Credits

## Prerequisites

- IMC 204: Introduction to Integrated Marketing Com
- IMC 205: Writing for Integrated Marketing Comm
- Course may be repeated only once.
- Integrated Marketing Communication or Journalism Majors Only
- Pre-Requisite: 24 Earned Hours

### Instruction Type(s)

- Lecture: Lecture for IMC 404
- Lecture: Compressed Video for IMC 404

#### **Subject Areas**

• Journalism

#### **Related Areas**

- Broadcast Journalism
- Journalism, Other
- <u>Photojournalism</u>

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