

IMC 601: Advanced Account Planning MEEK SCHOOL OF JOURNALISM & NEW MEDIA

Presents principles and practices of the account planning process to develop skills, insights, and strategies to use in different methods of influencing consumers' behavior.

3 Credits

Prerequisites

• Must have completed undergraduate IMC core or have permission of instructor.

Instruction Type(s)

• Lecture: Lecture for IMC 601

• Lecture: Compressed Video for IMC 601

Subject Areas

- Mass Communication/ Media Studies
- Communication, General

Related Areas

- Communication and Media Studies, Other
- Speech Communication and Rhetoric

