

### IMC 304: 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**

- IMC 205: Writing for Integrated Marketing Comm (Minimum grade: C)
- IMC 204: Introduction to Integrated Marketing Com (Minimum grade: C)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

## Instruction Type(s)

- Lecture: Lecture for IMC 304
- Lecture: Compressed Video for IMC 304

#### **Subject Areas**

Journalism

# **Related Areas**

- Broadcast Journalism
- Journalism, Other
- Photojournalism

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