

IMC 507: Direct and Database Marketing MEEK SCHOOL OF JOURNALISM & NEW MEDIA

This course covers multiple methods of marketing to customers and potential customers directly and individually, in contrast with less precise, more broadly focused mass marketing media.

3 Credits

Prerequisites

- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.
- Prerequiste: Junior standing (60 hr).

Instruction Type(s)

- Lecture: Lecture for IMC 507
- Lecture: Compressed Video for IMC 507

Subject Areas

- Mass Communication/ Media Studies
- Communication, General

Related Areas

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

