

IMC 205: Writing for Integrated Marketing Comm

MEEK SCHOOL OF JOURNALISM & NEW MEDIA

This course focuses on developing students' skills in accurate, forceful, vivid and persuasive writing to advance a variety of IMC strategies.

Course may be repeated only once. This course is only available to students with majors in the School of Journalism and New Media or School of Business Administration.

3 Credits

Prerequisites

- Course may be repeated only once.
- School of Journalism or School of Business Majors Only

Instruction Type(s)

- Lecture: Lecture for IMC 205
- Lecture: Compressed Video for IMC 205
- Lecture: Web-based Lecture for IMC 205

Subject Areas

- [Journalism](#)

Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

