

# IMC 692: Reputation Management MEEK SCHOOL OF JOURNALISM & NEW MEDIA

This course covers public relations as a key component of integrated marketing communications, interacting with other disciplines to manage a client's reputation among all publics and stakeholders.

3 Credits

#### **Prerequisites**

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

## Instruction Type(s)

- Lecture: Lecture for IMC 692
- Lecture: Compressed Video for IMC 692

## **Subject Areas**

- Public Relations/Image Management
- Public Relations, Advertising, and Applied Communication

### **Related Areas**

- Advertising
- Public Relations, Advertising, and Applied Communication, Other
- Technical and Scientific Communication

