

## IMC 506: Content Marketing MEEK SCHOOL OF JOURNALISM & NEW MEDIA

This course is designed to enhance students' understanding of content marketing; the status of content marketing in today's marketplace; and the relationship between content, marketing, brands, and the different types of media.

3 Credits

#### Prerequisites

• Prerequiste: Junior standing (60 hr).

# Instruction Type(s)

Lecture: Lecture for IMC 506

### **Subject Areas**

Public Relations, Advertising, and Applied Communication

#### **Related Areas**

- Advertising
- Public Relations, Advertising, and Applied Communication, Other
- Public Relations/Image Management
- <u>Technical and Scientific Communication</u>

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