

## **IMC 404: Integrated Marketing Comm Research**

### **MEEK SCHOOL OF JOURNALISM & NEW MEDIA**

Theory and practice of qualitative and quantitative research applied to multiple marketing and communications challenges and tasks.

3 Credits

#### **Prerequisites**

- [IMC 204: Introduction to Integrated Marketing Com](#)
- [IMC 205: Writing for Integrated Marketing Comm](#)
- Course may be repeated only once.
- Integrated Marketing Communication or Journalism Majors Only
- Pre-Requisite: 24 Earned Hours

#### **Instruction Type(s)**

- Lecture: Lecture for IMC 404
- Lecture: Compressed Video for IMC 404

#### **Subject Areas**

- [Journalism](#)

#### **Related Areas**

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

