

# IMC 601: Advanced Account Planning MEEK SCHOOL OF JOURNALISM & NEW MEDIA

Presents principles and practices of the account planning process to develop skills, insights, and strategies to use in different methods of influencing consumers' behavior.

3 Credits

## **Prerequisites**

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

## Instruction Type(s)

- Lecture: Lecture for IMC 553
- Lecture: Compressed Video for IMC 601

### **Subject Areas**

- Mass Communication/ Media Studies
- Communication, General

#### **Related Areas**

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

