

# IMC 355: Persuasion MEEK SCHOOL OF JOURNALISM & NEW MEDIA

This course is designed to expose students to a social science approach to persuasion theories with a view toward their application in integrated marketing communications.

3 Credits

## **Prerequisites**

- IMC 204: Introduction to Integrated Marketing Com
- IMC 205: Writing for Integrated Marketing Comm
- Junior Standing Required

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

• Lecture: Lecture for IMC 355

### **Subject Areas**

• <u>Journalism</u>

#### **Related Areas**

- Broadcast Journalism
- Journalism, Other
- Photojournalism

