

# IMC 559: Advanced IMC Campaigns MEEK SCHOOL OF JOURNALISM & NEW MEDIA

This course serves as a capstone in which students apply theory, strategy, and skills in integrated marketing communications to develop a campaign. 3 Credits

#### **Prerequisites**

- IMC 501: Introduction to Integrated Mktg Comm.
- Pre-requisite IMC 551 OR Instructor Approval

## **Instruction Type(s)**

• Lecture: Lecture for IMC 559

### **Subject Areas**

• Communication, General

#### **Related Areas**

- Communication and Media Studies, Other
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric

