IMC 507: Direct and Database Marketing

Meek School of Journalism & New Media

This course covers multiple methods of marketing to customers and potential customers directly and individually, in contrast with less precise, more broadly focused mass marketing media.

3 Credits

Prerequisites

- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.

Instruction Type(s)

- Lecture: Lecture for IMC 507
- Lecture: Compressed Video for IMC 507

Subject Areas

- Mass Communication/ Media Studies
- Communication, General

Related Areas

- Speech Communication and Rhetoric

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