

## **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**

- [Speech Communication and Rhetoric](#)

