

## IMC 692: Reputation Management

### Meek School of Journalism & New Media

This course covers public relations as a key component of integrated marketing communications, interacting with other disciplines to manage a client's reputation among all publics and stakeholders.

3 Credits

#### Prerequisites

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

#### Instruction Type(s)

- Lecture: Lecture for IMC 692
- Lecture: Compressed Video for IMC 692

#### Subject Areas

- [Public Relations/Image Management](#)
- [Public Relations, Advertising, and Applied Communication](#)

#### Related Areas

- [Advertising](#)
- [International and Intercultural Communication](#)
- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Technical and Scientific Communication](#)

