

IMC 100: Ideas in IMC

[School of Journalism and New Media](#)

This course focuses on covering emerging trends or skills that may become essential to practitioners in integrated marketing communications. May be repeated for credit.

3 Credits

Instruction Type(s)

- Lecture: Lecture for IMC 100

Subject Areas

- [Public Relations, Advertising, and Applied Communication, Other](#)

Related Areas

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

