

# IMC 557: Brand and Relationship Strategies School of Journalism and New Media

Focuses on critical thinking and problem solving in choosing the goals and tactics that will enable a firm to grow its business and develop its brand and relationships with key customers. Includes detailed examination of classic brand-building strategies and the ways in which marketers have developed and communicated strategies.

3 Credits

# Prerequisites

- IMC 404: Integrated Marketing Comm Research (Minimum grade: C)
- Course may be repeated only once.
- Prerequiste: Junior standing (60 hr).

#### Instruction Type(s)

- Lecture: Lecture for IMC 557
- Lecture: Compressed Video for IMC 557
- Lecture: Study Abroad for IMC 557
- Lecture: Online Program for IMC 551

## **Subject Areas**

- <u>Mass Communication/ Media Studies</u>
- Communication, General

## **Related Areas**

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

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