

IMC 559: Advanced IMC Campaigns

[School of Journalism and New Media](#)

This course serves as a capstone in which students apply theory, strategy, and skills in integrated marketing communications to develop a campaign.

3 Credits

Prerequisites

- [IMC 501: Introduction to Integrated Mktg Comm.](#)
- Prerequisite: Junior standing (60 hr).
- Pre-requisite IMC 551 OR Instructor Approval

Instruction Type(s)

- Lecture: Lecture for IMC 559

Subject Areas

- [Communication, General](#)

Related Areas

- [Communication and Media Studies, Other](#)
- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

