

IMC 601: Advanced Account Planning

School of Journalism and 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

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

