

IMC 580: Topics in IMC II

School of Journalism and New Media

Intensive exploration of special topics that enhance and complement integrated marketing communications studies, including trends, multicultural issues, technology, emerging media, data analysis, crisis communication, case studies, leadership topics, strategic planning, diversity, etc. May also include developing and/or implementing IMC programs for businesses and other organizations.

May be repeated for credit.

1 - 3 Credits

Prerequisites

- Instructor Approval Required
- Prerequisite: Junior standing (60 hr).

Instruction Type(s)

- Lecture/Lab: Lecture/Lab for IMC 580
- Lecture/Lab: In-Country Program for IMC 580
- Lecture/Lab: Online Program for IMC 580

Subject Areas

- [Journalism](#)

Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

