

IMC 587: Sports Promotion School of Journalism and New Media

This course is designed to expose students to strategies and tactics in integrated marketing communications as they relate to the sports industry. 3 Credits

Prerequisites

• Prerequiste: Junior standing (60 hr).

Instruction Type(s)

• Lecture: Lecture for IMC 587

Subject Areas

• Communication, General

Related Areas

- <u>Communication and Media Studies, Other</u>
- <u>Mass Communication/ Media Studies</u>
- Speech Communication and Rhetoric

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