

## **IMC 512: Content Marketing**

### **School of Journalism and New Media**

This course is designed to enhance students' understanding of content marketing; the status of content marketing in today's marketplace; and the relationship between content, marketing, brands, and the different types of media.

3 Credits

#### **Prerequisites**

- [IMC 501: Principles of Integrated Marketing Comm](#)
- Prerequisite requirements for this course may also be satisfied by consent of instructor.

#### **Instruction Type(s)**

- Lecture: Lecture for IMC 512

#### **Subject Areas**

- [Public Relations, Advertising, and Applied Communication](#)

#### **Related Areas**

- [Advertising](#)
- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Public Relations/Image Management](#)
- [Technical and Scientific Communication](#)

