

## **IMC 531: Consumer Research and Insights**

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

This course introduces basic methods for generating and acquiring information and data useful for IMC applications.

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 531
- Lecture: Compressed Video for IMC 531
- Lecture: Web-based Lecture for IMC 531
- Lecture: Online Program for IMC 531

#### **Subject Areas**

- [Mass Communication/ Media Studies](#)
- [Communication, General](#)

#### **Related Areas**

- [Speech Communication and Rhetoric](#)

