

IMC 552: Advanced Media Strategy and Analysis School of Journalism and New Media

This course is a detailed survey of new media planning and buying that is evolving in the 21st century. It covers multiple trends and challenges, including: client demand for integrated marketing communications and greater accountability, audience fragmentation, media proliferation, and new technologies. 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 552
- Lecture: Compressed Video for IMC 552

Subject Areas

- Mass Communication/ Media Studies
- Communication, General

Related Areas

- · Communication and Media Studies, Other
- Speech Communication and Rhetoric

