

## **IMC 559: Advanced IMC Campaigns**

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

This course serves as a capstone in which students apply theory, strategy, and skills in integrated marketing communications to develop a campaign.

3 Credits

#### **Prerequisites**

- [IMC 501: Principles of Integrated Marketing Comm](#)
- Pre-requisite IMC 551 OR Instructor Approval

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

- Lecture: Lecture for IMC 559
- Lecture: Online Program for IMC 559
- Lecture: Web-based Lecture for IMC 559

#### **Subject Areas**

- [Communication, General](#)

#### **Related Areas**

- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

