

## **IMC 561: Creative Development and Direction**

### **[School of Journalism and New Media](#)**

This course covers - from start to finish - the many facets of IMC creative development and management, all of which are combinations of both right and left-brain thinking.

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 561
- Lecture: Compressed Video for IMC 561
- Lecture: Web-based Lecture for IMC 561

#### **Subject Areas**

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

#### **Related Areas**

- [Communication and Media Studies, Other](#)
- [Speech Communication and Rhetoric](#)

