

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 leftbrain 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

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