

IMC 572: Direct and Database Marketing

School of Journalism and New Media

This course covers multiple methods of marketing to customers and potential customers directly and individually, in contrast with less precise, more broadly focused mass marketing media.

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 572
- Lecture: Compressed Video for IMC 572

Subject Areas

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

Related Areas

- [Speech Communication and Rhetoric](#)

