

IMC 512: Content Marketing School of Journalism and New Media

This course is designed to enhance students' understanding of content marketing; the status of content marketing in today's marketplace; and the relationship between content, marketing, brands, and the different types of 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 512

Subject Areas

Public Relations, Advertising, and Applied Communication

Related Areas

- <u>Advertising</u>
- International and Intercultural Communication
- Public Relations, Advertising, and Applied Communication, Other
- Public Relations/Image Management
- <u>Technical and Scientific Communication</u>

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