

# IMC 531: Consumer Research and Insights

## School of Journalism and New Media

This course introduces basic methods for generating and acquiring information and data useful for IMC applications.

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 531
- Lecture: Compressed Video for IMC 531
- Lecture: Web-based Lecture for IMC 531
- Lecture: Online Program for IMC 531

### Subject Areas

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

### Related Areas

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

