

IMC 553: Strategic Communication Planning

School of Journalism and New Media

Presents principles and practices of the account planning process to develop skills, insights, and strategies to use in different methods of influencing consumers' behavior.

3 Credits

Prerequisites

- [IMC 501: Principles of Integrated Marketing Comm](#)
- Prerequisite requirements for this course may also be satisfied by consent of instructor.
- Prerequisite: Junior standing (60 hr).

Instruction Type(s)

- Lecture: Lecture for IMC 553
- Lecture: Compressed Video for IMC 553
- Lecture: Online Program for IMC 553

Subject Areas

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

Related Areas

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

