

# IMC 104: Introduction to Integrated Marketing Com School of Journalism and New Media

Introduces the basic disciplines of IMC: advertising, sales promotion, public relations, direct marketing, database marketing, Internet marketing communication, and relationship marketing.

3 Credits

### **Prerequisites**

• Course may be repeated only once.

## Instruction Type(s)

- Lecture: Lecture for IMC 104
- Lecture: Compressed Video for IMC 104
  Lecture: Web-based Lecture for IMC 104
- Lecture: iStudy for IMC 104

#### **Subject Areas**

• Journalism

#### **Related Areas**

- · Broadcast Journalism
- Journalism, Other
- Photojournalism

