

## **IMC 351: Topics in IMC I** **School of Journalism and New Media**

Exploration of special topics that enhance and complement integrated marketing communications studies, including trends, multicultural issues, technology, emerging media, data analysis, crisis communication, case studies, leadership topics, strategic planning, diversity, etc. May also include developing and/or implementing IMC programs for businesses and other organizations.

May be repeated for credit.

1 Credit

### **Prerequisites**

- Pre-Requisite: 24 Earned Hours

### **Instruction Type(s)**

- Lecture/Lab: Lecture/Lab for IMC 351

### **Subject Areas**

- [Public Relations, Advertising, and Applied Communication](#)

### **Related Areas**

- [Advertising](#)
- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Public Relations/Image Management](#)
- [Technical and Scientific Communication](#)

