

## IMC 356: Digital Sales Experience School of Journalism and New Media

This course is designed to teach and provide real-world experiences in internet marketing/digital media sales. As part of the course, students are required to call on clients to sell digital/internet media products.

3 Credits

## Instruction Type(s)

Lecture: Lecture for IMC 356

## Subject Areas

Public Relations, Advertising, and Applied Communication

## **Related Areas**

- Advertising
- 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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