

# IMC 404: Integrated Marketing Comm Research

## [School of Journalism and New Media](#)

Theory and practice of qualitative and quantitative research applied to multiple marketing and communications challenges and tasks.

3 Credits

### Prerequisites

- [IMC 104: Introduction to Integrated Marketing Com](#) (Minimum grade: C)
- [IMC 205: Writing for Integrated Marketing Comm](#) (Minimum grade: C)
- Course may be repeated only once.
- Integrated Marketing Communication or Journalism Majors Only
- Pre-Requisite: 24 Earned Hours

### Instruction Type(s)

- Lecture: Lecture for IMC 404
- Lecture: Compressed Video for IMC 404
- Lecture: Web-based Lecture for IMC 404

### Subject Areas

- [Journalism](#)

### Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

