

# IMC 501: Principles of Integrated Marketing Comm School of Journalism and New Media

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

3 Credits

#### **Prerequisites**

- Instructor Approval Required
- Course may be repeated only once.

## Instruction Type(s)

- Seminar: Seminar for IMC 501
- Seminar: Compressed Video for IMC 501
- Seminar: Web-based Seminar for IMC 501
- Seminar: Online Program for IMC 501

## **Subject Areas**

• Journalism

#### **Related Areas**

- Broadcast Journalism
- · Journalism, Other
- Photojournalism

