

## **IMC 553: Strategic Communication Planning**

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

Presents principles and practices of the account planning process to develop skills, insights, and strategies to use in different methods of influencing consumers' behavior.

3 Credits

#### **Prerequisites**

- [IMC 501: Principles of Integrated Marketing Comm](#)
- Prerequisite requirements for this course may also be satisfied by consent of instructor.

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

- Lecture: Lecture for IMC 553
- Lecture: Compressed Video for IMC 553
- Lecture: Online Program for IMC 553

#### **Subject Areas**

- [Mass Communication/ Media Studies](#)
- [Communication, General](#)

#### **Related Areas**

- [Speech Communication and Rhetoric](#)

