

IMC 390: Advanced Writing: Integrated Marketing

School of Journalism and New Media

Types of advertising; concepts of creativity, copy structure, and style; emphasis on creative thinking and clear, precise writing in preparation of advertising for print and broadcast media and copy for presentations and direct mail.

3 Credits

Prerequisites

- [IMC 205: Writing for Integrated Marketing Comm](#) (Minimum grade: C)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for IMC 390
- Lecture: Compressed Video for IMC 390
- Lecture: Web-based Lecture for IMC 390

Course Fee(s)

Journalism 3

- \$40.00

Online, Internet, or Web-based

Students may be required to pay additional fees to an outside vendor for identity verification prior to a proctored assessment.

- \$100.00 per 3 Semester Credit Hours for:
 - 2019-20: Fall, Second Fall, Winter, Spring, First Spring, Second Spring
 - 2020-21: Fall, First Fall, Second Fall
- \$0.00 per 3 Semester Credit Hours for:
 - 2019-20: May, Full Summer, First Summer, Second Summer, August

Subject Areas

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

Related Areas

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

