

# IMC 314: Fashion Promotion and Media School of Journalism and New Media

This course introduces students to the communication, promotion, media, and branding of fashion in domestic and international markets. 3 Credits

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Prerequisites

- Prerequisite IMC 205 OR Jour 102
- PreReq Intergrated Marketing Communications or Journalism Majors

## Instruction Type(s)

Lecture: Lecture for IMC 314

## **Subject Areas**

<u>Communication, General</u>

#### **Related Areas**

- <u>Communication and Media Studies, Other</u>
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric

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