

## **IMC 355: Persuasion** **School of Journalism and New Media**

This course is designed to expose students to a social science approach to persuasion theories with a view toward their application in integrated marketing communications.

3 Credits

### **Prerequisites**

- [IMC 104: Introduction to Integrated Marketing Com](#)
- [IMC 205: Writing for Integrated Marketing Comm](#)
- Junior Standing Required

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

- Lecture: Lecture for IMC 355

### **Subject Areas**

- [Journalism](#)

### **Related Areas**

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

