

# IMC 531: Consumer Research and Insights School of Journalism and New Media This course introduces basic methods for generating and acquiring information and data useful for IMC applications.

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 531
- Lecture: Compressed Video for IMC 531
- Lecture: Web-based Lecture for IMC 531
- Lecture: Online Program for IMC 531

## **Subject Areas**

- Mass Communication/ Media Studies
- Communication, General

#### Related Areas

- Communication and Media Studies, Other
- Speech Communication and Rhetoric

