

## 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

#### Prerequisites

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

#### Instruction Type(s)

- Lecture: Lecture for IMC 314
- Lecture: Web-based Lecture for IMC 314

#### Subject Areas

- [Communication, General](#)

#### Related Areas

- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

