

# IMC 561: Creative Development and Direction

## [School of Journalism and New Media](#)

This course covers - from start to finish - the many facets of IMC creative development and management, all of which are combinations of both right and left-brain thinking.

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 561
- Lecture: Compressed Video for IMC 561
- Lecture: Web-based Lecture for IMC 561
- Lecture: Online Program for IMC 561

### Subject Areas

- [Mass Communication/ Media Studies](#)
- [Communication, General](#)

### Related Areas

- [Speech Communication and Rhetoric](#)

