

## IMC 571: Internet and Mobile Media

### School of Journalism and New Media

This course addresses the ways in which the Internet has changed marketing practice, combining all IMC practices specialized for the Internet platform, so that they can be studied as an integrated whole.

3 Credits

### Prerequisites

- [IMC 501: Principles of Integrated Marketing Comm](#)
- [IMC 531: Consumer Research and Insights](#)
- Prerequisite requirements for this course may also be satisfied by consent of instructor.

### Instruction Type(s)

- Lecture: Lecture for IMC 571
- Lecture: Compressed Video for IMC 571
- Lecture: Study Abroad for IMC 571
- Lecture: Web-based Lecture for IMC 571
- Lecture: Online Program for IMC 571

### Subject Areas

- [Digital Communication and Media/Multimedia](#)
- [Communication, General](#)

