

## **IMC 572: Direct and Database Marketing**

### **School of Journalism and New Media**

This course covers multiple methods of marketing to customers and potential customers directly and individually, in contrast with less precise, more broadly focused mass marketing media.

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 572
- Lecture: Compressed Video for IMC 572
- Lecture: Online Program for IMC 572

#### **Subject Areas**

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

#### **Related Areas**

- [Speech Communication and Rhetoric](#)

