

IMC 587: Sports Promotion

[School of Journalism and New Media](#)

This course is designed to expose students to strategies and tactics in integrated marketing communications as they relate to the sports industry.

3 Credits

Prerequisites

- [IMC 586: Foundations of Sports](#)
- Prerequisite: Junior standing (60 hr).

Instruction Type(s)

- Lecture: Lecture for IMC 587

Subject Areas

- [Communication, General](#)

Related Areas

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

