

## IMC 355: Persuasion

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

This course is designed to expose students to a social science approach to persuasion theories with a view toward their application in integrated marketing communications.

3 Credits

#### Prerequisites

- [IMC 104: Introduction to Integrated Marketing Com](#)
- [IMC 205: Writing for Integrated Marketing Comm](#)
- Junior Standing Required

#### Instruction Type(s)

- Lecture: Lecture for IMC 355

#### Subject Areas

- [Journalism](#)

#### Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

