

### 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
- <u>Photojournalism</u>

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