

IMC 563: Reputation Management School of Journalism and New Media

This course covers public relations as a key component of integrated marketing communications, interacting with other disciplines to manage a client's reputation among all publics and stakeholders.

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 563
- Lecture: Compressed Video for IMC 563
- Lecture: Web-based Lecture for IMC 563
- Lecture: Online Program for IMC 563

Subject Areas

- Public Relations/Image Management
- Public Relations, Advertising, and Applied Communication

Related Areas

- Advertising
- Public Relations, Advertising, and Applied Communication, Other
- Technical and Scientific Communication

