

IMC 104: Introduction to Integrated Marketing Com

[School of Journalism and New Media](#)

Introduces the basic disciplines of IMC: advertising, sales promotion, public relations, direct marketing, database marketing, Internet marketing communication, and relationship marketing.

3 Credits

Prerequisites

- Course may be repeated only once.

Instruction Type(s)

- Lecture: Lecture for IMC 104
- Lecture: Compressed Video for IMC 104
- Lecture: Web-based Lecture for IMC 104
- Lecture: iStudy for IMC 104

Subject Areas

- [Journalism](#)

Related Areas

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

