

## IMC 314: Fashion Promotion and Media School of Journalism and New Media

**SCHOOL OF JOURNALISM AND NEW MEDIA** This course introduces students to the communication, promotion, media, and branding of fashion in domestic and international markets.

3 Credits

#### Prerequisites

Prerequisite IMC 205 OR Jour 102

• PreReq - Intergrated Marketing Communications or Journalism Majors

## Instruction Type(s)

- Lecture: Lecture for IMC 314
- Lecture: Web-based Lecture for IMC 314
- Lecture: Hybrid Lecture for IMC 314

# **Subject Areas**

<u>Communication, General</u>

## **Related Areas**

- <u>Communication and Media Studies, Other</u>
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric

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