

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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