

# IMC 404: Integrated Marketing Comm Research School of Journalism and New Media

Theory and practice of qualitative and quantitative research applied to multiple marketing and communications challenges and tasks. 3 Credits

## Prerequisites

- IMC 104: Introduction to Integrated Marketing Com (Minimum grade: C)
- IMC 205: Writing for Integrated Marketing Comm (Minimum grade: C)
- Course may be repeated only once.
- Integrated Marketing Communication or Journalism Majors Only
- Pre-Requisite: 24 Earned Hours

#### Instruction Type(s)

- Lecture: Lecture for IMC 404
- Lecture: Compressed Video for IMC 404
- Lecture: Web-based Lecture for IMC 404

### Subject Areas

• Journalism

#### **Related Areas**

- Broadcast Journalism
- Journalism, Other
- <u>Photojournalism</u>

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