

# IMC 591: IMC Explorations I

## [School of Journalism and New Media](#)

Course focuses on covering emerging issues or specialized content related to the broad fields of integrated marketing communications.

May be repeated for credit.

3 Credits

### Prerequisites

- Prerequisite: Junior standing (60 hr).

### Instruction Type(s)

- Lecture/Lab: Lecture/Lab for IMC 591
- Lecture/Lab: Online Program for IMC 591
- Lecture/Lab: Web-based Lecture/Lab for IMC 591

### Subject Areas

- [Communication, General](#)

### Related Areas

- [Communication and Media Studies, Other](#)
- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

