

## IMC 553: Strategic Communication Planning School of Journalism and New Media

Presents principles and practices of the account planning process to develop skills, insights, and strategies to use in different methods of influencing consumers' behavior.

3 Credits

## Instruction Type(s)

- Lecture: Lecture for IMC 553
- Lecture: Compressed Video for IMC 553
- Lecture: Online Program for IMC 553
- Lecture: Web-based Lecture for IMC 553

## **Subject Areas**

- Mass Communication/ Media Studies
- Communication, General

## **Related Areas**

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

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