

IMC 587: Sports Promotion School of Journalism and New Media

This course is designed to expose students to strategies and tactics in integrated marketing communications as they relate to the sports industry. 3 Credits

Prerequisites

- IMC 586: Foundations of Sports
- Prerequiste: Junior standing (60 hr).

Instruction Type(s)

- Lecture: Lecture for IMC 587
- Lecture: Online Program for IMC 587

Subject Areas

• Communication, General

Related Areas

- Communication and Media Studies, Other
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric

