

# IMC 455: Integrated Marketing Communications

## School of Journalism and New Media

A capstone course involving tactical application of IMC skills and disciplines, and to develop team-building skills. Alternative and competing IMC campaigns will be presented and judged by both professor and client.

3 Credits

### Prerequisites

- [IMC 404: Integrated Marketing Comm Research](#) (Minimum grade: C)
- [Jour 273: Creative Visual Thinking](#) (Minimum grade: C)
- [IMC 391: Public Relations](#) (Minimum grade: C)
- [IMC 304: Account Planning](#) (Minimum grade: C)
- [IMC 390: Advanced Writing: Integrated Marketing](#) (Minimum grade: C)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

### Instruction Type(s)

- Lecture: Lecture for IMC 455
- Lecture: Compressed Video for IMC 455
- Lecture: In-Country Program for IMC 455
- Lecture: Web-based Lecture for IMC 455
- Lecture: Hybrid Lecture for IMC 455

### Subject Areas

- [Mass Communication/ Media Studies](#)
- [Communication, General](#)

### Related Areas

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

