

## IMC 304: Account 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

### Prerequisites

- [IMC 104: Introduction to Integrated Marketing Com](#) (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 304
- Lecture: Compressed Video for IMC 304
- Lecture: Web-based Lecture for IMC 304

### Subject Areas

- [Journalism](#)

### Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

