

## **IMC 306: Digital Marketing Communication**

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

A detailed survey of marketing communications online applications, e.g., the website as a basic marketing platform, search engine optimization, digital promotions, email and social media marketing.

3 Credits

#### **Prerequisites**

- Course may be repeated only once.
- Prerequisite: IMC 205 minimum grade C or Jour 102 minimum grade C
- Pre-Requisite: 24 Earned Hours

#### **Instruction Type(s)**

- Lecture/Lab: Lecture/Lab for IMC 306
- Lecture/Lab: Compressed Video for IMC 306
- Lecture/Lab: Web-based Lecture/Lab for IMC 306

#### **Subject Areas**

- [Journalism](#)

#### **Related Areas**

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

