

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

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