

IMC 551: Brand and Relationship Strategies School of Journalism and New Media

Focuses on critical thinking and problem solving in choosing the goals and tactics that will enable a firm to grow its business and develop its brand and relationships with key customers. Includes detailed examination of classic brand-building strategies and the ways in which marketers have developed and communicated strategies.

3 Credits

Prerequisites

- IMC 501: Principles of Integrated Marketing Comm
- Prerequisite requirements for this course may also be satisfied by consent of instructor.

Instruction Type(s)

- Lecture: Lecture for IMC 551
- Lecture: Compressed Video for IMC 551
- Lecture: Study Abroad for IMC 551
- Lecture: Online Program for IMC 551
- Lecture: Web-based Lecture for IMC 551

Subject Areas

- <u>Mass Communication/ Media Studies</u>
- <u>Communication, General</u>

Related Areas

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

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