

IMC 456: Advanced IMC Campaign Development

School of Journalism and New Media

The course provides students with an opportunity to develop and demonstrate their IMC campaign development skills. Students will work as a creative agency team to develop and pitch a comprehensive integrated marketing campaign for a national client. Over the course of the semester, students must research, analyze, create, and plan branded content in response to the client brief.

3 Credits

Prerequisites

- [Jour 273: Creative Visual Thinking](#)
- [IMC 390: Advanced Writing: Integrated Marketing](#)
- [IMC 391: Public Relations](#)
- [IMC 304: Account Planning](#)
- [IMC 404: Integrated Marketing Comm Research](#)
- Instructor Approval Required

Instruction Type(s)

- Lecture: Lecture for IMC 456

Subject Areas

- [Public Relations, Advertising, and Applied Communication](#)

Related Areas

- [Advertising](#)
- [International and Intercultural Communication](#)
- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Public Relations/Image Management](#)
- [Technical and Scientific Communication](#)

