

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

