

# IMC 572: Direct and Database Marketing

This course covers multiple methods of marketing to customers and potential customers directly and individually, in contrast with less precise, more broadly focused mass marketing media.

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 572
- Lecture: Compressed Video for IMC 572
- Lecture: Online Program for IMC 572

## **Subject Areas**

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

### **Related Areas**

- <u>Communication and Media Studies, Other</u>
- Speech Communication and Rhetoric

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