

# IMC 587: Sports Promotion School of Journalism and New Media

This course is designed to expose students to strategies and tactics in integrated marketing communications as they relate to the sports industry. 3 Credits

### Prerequisites

IMC 586: Foundations of Sports

• Prerequiste: Junior standing (60 hr).

## Instruction Type(s)

- Lecture: Lecture for IMC 587
- Lecture: Online Program for IMC 587

#### **Subject Areas**

<u>Communication, General</u>

#### **Related Areas**

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

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