

MCOM 571: Internet and Mobile Media

School of Journalism and New Media

This course addresses the ways in which the Internet has changed marketing practice, combining all IMC practices specialized for the Internet platform, so that they can be studied as an integrated whole.

3 Credits

Prerequisites

- Junior Standing Required

Instruction Type(s)

- Lecture: Lecture for MCOM 571
- Lecture: Compressed Video for MCOM 571
- Lecture: Study Abroad for MCOM 571
- Lecture: Web-based Lecture for MCOM 571
- Lecture: Online Program for MCOM 571

Subject Areas

- [Digital Communication and Media/Multimedia](#)
- [Communication, General](#)

