

# IMC 314: Fashion Promotion and Media

## [School of Journalism and New Media](#)

This course introduces students to the communication, promotion, media, and branding of fashion in domestic and international markets.

3 Credits

### Prerequisites

- Prerequisite IMC 205 OR Jour 102
- PreReq - Intergrated Marketing Communications or Journalism Majors

### Instruction Type(s)

- Lecture: Lecture for IMC 314
- Lecture: Web-based Lecture for IMC 314
- Lecture: Hybrid Lecture for IMC 314

### Subject Areas

- [Communication, General](#)

### Related Areas

- [Communication and Media Studies, Other](#)
- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

