

IMC 303: Media Planning

[School of Journalism and New Media](#)

This course provides students with the knowledge and skills to select and optimize traditional and digital media channels to effectively deliver IMC messages to the target audience. It explores the media landscape, encompassing traditional and digital channels, key terminologies in media planning, and essential media metrics. Students will engage in practical exercises focused on the process of creating and implementing a media plan for a client.

3 Credits

Prerequisites

- Engl 101 or Hon 101 or Writ 100 or Writ 101
- Engl 102 or Liba 102 or Hon 102 or Writ 102

Instruction Type(s)

- Lecture: Lecture for IMC 303

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](#)

