

# 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

