IMC 351: Topics in IMC I

School of Journalism and New Media

Exploration of special topics that enhance and complement integrated marketing communications studies, including trends, multicultural issues, technology, emerging media, data analysis, crisis communication, case studies, leadership topics, strategic planning, diversity, etc. May also include developing and/or implementing IMC programs for businesses and other organizations.

May be repeated for credit.

1 Credit

Prerequisites

- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture/Lab: Lecture/Lab for IMC 351

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

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