

IMC 501: Principles of Integrated Marketing Comm School of Journalism and New Media

This course introduces the basic disciplines of IMC: advertising, sales promotion, public relations, direct marketing, database marketing, proximity marketing, Internet marketing communication and relationship marketing.

3 Credits

Prerequisites

- Instructor Approval Required
- Course may be repeated only once.
- · Pre-req: Must be admitted to the IMC Master's Program OR Instructor Approval

Instruction Type(s)

- Seminar: Seminar for IMC 501
- Seminar: Compressed Video for IMC 501
- Seminar: Web-based Seminar for IMC 501
- Seminar: Online Program for IMC 501

Subject Areas

Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- Photojournalism

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