

IMC 553: Strategic Communication Planning

School of Journalism and New Media

Presents principles and practices of the account planning process to develop skills, insights, and strategies to use in different methods of influencing consumers' behavior.

3 Credits

Instruction Type(s)

- Lecture: Lecture for IMC 553
- Lecture: Compressed Video for IMC 553
- Lecture: Online Program for IMC 553
- Lecture: Web-based Lecture for IMC 553

Subject Areas

- [Mass Communication/ Media Studies](#)
- [Communication, General](#)

Related Areas

- [Speech Communication and Rhetoric](#)

