IMC 559: Advanced IMC Campaigns

School of Journalism and New Media

This course serves as a capstone in which students apply theory, strategy, and skills in integrated marketing communications to develop a campaign.

3 Credits

Prerequisites

- Pre-requisite IMC 551 OR Instructor Approval

Instruction Type(s)

- Lecture: Lecture for IMC 559
- Lecture: Online Program for IMC 559
- Lecture: Web-based Lecture for IMC 559

Subject Areas

- Communication, General

Related Areas

- Communication and Media Studies, Other
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric

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