IMC 100: Ideas in IMC

School of Journalism and New Media

This course focuses on covering emerging trends or skills that may become essential to practitioners in integrated marketing communications. May be repeated for credit.

3 Credits

Instruction Type(s)

- Lecture: Lecture for IMC 100
- Lecture: Web-based Lecture for IMC 100

Subject Areas

- Public Relations, Advertising, and Applied Communication, Other

Related Areas

- Advertising
- Public Relations, Advertising, and Applied Communication
- Public Relations/Image Management
- Technical and Scientific Communication

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