

## **IMC 304: Account 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

#### **Prerequisites**

- [IMC 104: Introduction to Integrated Marketing Com](#) (Minimum grade: C)
- Course may be repeated only once.
- Integrated Marketing Communication or Journalism Majors Only
- Pre-Requisite: 24 Earned Hours

#### **Instruction Type(s)**

- Lecture: Lecture for IMC 304
- Lecture: Compressed Video for IMC 304
- Lecture: Web-based Lecture for IMC 304

#### **Subject Areas**

- [Journalism](#)

#### **Related Areas**

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

