IMC 314: Fashion Promotion and Media

School of Journalism and New Media

This course introduces students to the communication, promotion, media, and branding of fashion in domestic and international markets.

3 Credits

Prerequisites
- Prerequisite IMC 205 OR Jour 102
- PreReq - Intergrated Marketing Communications or Journalism Majors

Instruction Type(s)
- Lecture: Lecture for IMC 314

Subject Areas
- Communication, General

Related Areas
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric