IMC 314: Fashion Promotion and 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 - Integrated Marketing Communications or Journalism Majors

**Instruction Type(s)**
- Lecture: Lecture for IMC 314
- Lecture: Web-based Lecture for IMC 314
- Lecture: Hybrid Lecture for IMC 314

**Subject Areas**
- Communication, General

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