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 - Integrated 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