IMC 355: Persuasion  
School of Journalism and New Media  
This course is designed to expose students to a social science approach to persuasion theories with a view toward their application in integrated marketing communications.  
3 Credits  
Prerequisites  
- IMC 104: Introduction to Integrated Marketing Comm  
- IMC 205: Writing for Integrated Marketing Comm  
- Junior Standing Required  
Instruction Type(s)  
- Lecture: Lecture for IMC 355  
Subject Areas  
- Journalism  
Related Areas  
- Broadcast Journalism  
- Journalism, Other  
- Photojournalism