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