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 Communications
- IMC 205: Writing for Integrated Marketing Communications
- Junior Standing Required

**Instruction Type(s)**
- Lecture: Lecture for IMC 355

**Subject Areas**
- Journalism

**Related Areas**
- Broadcast Journalism
- Journalism, Other
- Photojournalism