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