IMC 390: Advanced Writing: Integrated Marketing
School of Journalism and New Media

Types of advertising; concepts of creativity, copy structure, and style; emphasis on creative thinking and clear, precise writing in preparation of advertising for print and broadcast media and copy for presentations and direct mail.

3 Credits

Prerequisites
• IMC 205, Writing for Integrated Marketing Comm (Minimum grade: C)
• Course may be repeated only once.
• Pre-Requisite: 24 Earned Hours

Instruction Type(s)
• Lecture: Lecture for IMC 390
• Lecture: Compressed Video for IMC 390

Course Fee(s)
Journalism 3
• $40.00

Subject Areas
• Advertising
• Public Relations, Advertising, and Applied Communication

Related Areas
• Public Relations/Image Management
• Technical and Scientific Communication