**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**
- Advertising
- Public Relations, Advertising, and Applied Communication
- Public Relations/Image Management
- Technical and Scientific Communication