IMC 404: Integrated Marketing Comm Research
School of Journalism and New Media

Theory and practice of qualitative and quantitative research applied to multiple marketing and communications challenges and tasks.

3 Credits

Prerequisites
• IMC 104: Introduction to Integrated Marketing Com (Minimum grade: C)
• IMC 205: Writing for Integrated Marketing Comm (Minimum grade: C)
• Course may be repeated only once.
• Integrated Marketing Communication or Journalism Majors Only
• Pre-Requisite: 24 Earned Hours

Instruction Type(s)
• Lecture: Lecture for IMC 404
• Lecture: Compressed Video for IMC 404
• Lecture: Web-based Lecture for IMC 404

Subject Areas
• Journalism

Related Areas
• Broadcast Journalism
• Journalism, Other
• Photojournalism