IMC 501: Principles of Integrated Marketing Comm
School of Journalism and New Media
This course introduces the basic disciplines of IMC: advertising, sales promotion, public relations, direct marketing, database marketing, proximity marketing, Internet marketing communication and relationship marketing.

3 Credits

Prerequisites
• Instructor Approval Required
• Course may be repeated only once.

Instruction Type(s)
• Seminar: Seminar for IMC 501
• Seminar: Compressed Video for IMC 501
• Seminar: Web-based Seminar for IMC 501
• Seminar: Online Program for IMC 501

Subject Areas
• Journalism

Related Areas
• Broadcast Journalism
• Journalism, Other
• Photojournalism