IMC 501: Principles of Integrated Marketing Communicaion
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