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