

## **IMC 551: Brand and Relationship Strategies**

### **School of Journalism and New Media**

Focuses on critical thinking and problem solving in choosing the goals and tactics that will enable a firm to grow its business and develop its brand and relationships with key customers. Includes detailed examination of classic brand-building strategies and the ways in which marketers have developed and communicated strategies.

3 Credits

### **Prerequisites**

- [IMC 501: Principles of Integrated Marketing Comm](#)
- Prerequisite requirements for this course may also be satisfied by consent of instructor.

### **Instruction Type(s)**

- Lecture: Lecture for IMC 551
- Lecture: Compressed Video for IMC 551
- Lecture: Study Abroad for IMC 551
- Lecture: Online Program for IMC 551

### **Subject Areas**

- [Mass Communication/ Media Studies](#)
- [Communication, General](#)

### **Related Areas**

- [Speech Communication and Rhetoric](#)

