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