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