IMC 553: Strategic Communication Planning  
**School of Journalism and New Media**

Presents principles and practices of the account planning process to develop skills, insights, and strategies to use in different methods of influencing consumers’ behavior.

3 Credits

**Instruction Type(s)**
- Lecture: Lecture for IMC 553  
- Lecture: Compressed Video for IMC 553  
- Lecture: Online Program for IMC 553  
- Lecture: Web-based Lecture for IMC 553

**Subject Areas**
- Mass Communication/ Media Studies  
- Communication, General

**Related Areas**
- Speech Communication and Rhetoric