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  

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 553  
- Lecture: Compressed Video for IMC 553  
- Lecture: Online Program for IMC 553  

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

Related Areas  
- Speech Communication and Rhetoric