IMC 559: Advanced IMC Campaigns  
School of Journalism and New Media

This course serves as a capstone in which students apply theory, strategy, and skills in integrated marketing communications to develop a campaign.

3 Credits

Prerequisites
- IMC 501: Principles of Integrated Marketing Comm

Instruction Type(s)
- Lecture: Lecture for IMC 559
- Lecture: Online Program for IMC 559
- Lecture: Web-based Lecture for IMC 559

Subject Areas
- Communication, General

Related Areas
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric