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