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.

Prerequisites
- Pre-requisite IMC 551 OR Instructor Approval

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