

## **IMC 563: Reputation Management**

### **[School of Journalism and New Media](#)**

This course covers public relations as a key component of integrated marketing communications, interacting with other disciplines to manage a client's reputation among all publics and stakeholders.

3 Credits

#### **Instruction Type(s)**

- Lecture: Lecture for IMC 563
- Lecture: Compressed Video for IMC 563
- Lecture: Web-based Lecture for IMC 563
- Lecture: Online Program for IMC 563

#### **Subject Areas**

- [Public Relations/Image Management](#)
- [Public Relations, Advertising, and Applied Communication](#)

#### **Related Areas**

- [Advertising](#)
- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Technical and Scientific Communication](#)

