

## **IMC 587: Sports Promotion**

### **School of Journalism and New Media**

This course is designed to expose students to strategies and tactics in integrated marketing communications as they relate to the sports industry.

3 Credits

#### **Prerequisites**

- [IMC 586: Foundations of Sports](#)
- Prerequisite: Junior standing (60 hr).

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

- Lecture: Lecture for IMC 587

#### **Subject Areas**

- [Communication, General](#)

#### **Related Areas**

- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

