

## **MCOM 571: Internet and Mobile Media**

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

This course addresses the ways in which the Internet has changed marketing practice, combining all IMC practices specialized for the Internet platform, so that they can be studied as an integrated whole.

3 Credits

#### **Prerequisites**

- Junior Standing Required

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

- Lecture: Lecture for MCOM 571
- Lecture: Compressed Video for MCOM 571
- Lecture: Study Abroad for MCOM 571
- Lecture: Web-based Lecture for MCOM 571
- Lecture: Online Program for MCOM 571

#### **Subject Areas**

- [Digital Communication and Media/Multimedia](#)
- [Communication, General](#)

