

## IMC 356: Digital Sales Experience SCHOOL OF JOURNALISM & NEW MEDIA

This course is designed to teach and provide real-world experiences in internet marketing/digital media sales. As part of the course, students are required to call on clients to sell digital/internet media products.

3 Credits

## Instruction Type(s)

• Lecture: Lecture for IMC 356

## **Subject Areas**

• Public Relations, Advertising, and Applied Communication

## Related Areas

- Advertising
- International and Intercultural Communication
- Public Relations, Advertising, and Applied Communication, Other
- Public Relations/Image Management
- Technical and Scientific Communication

