

# IMC 557: Brand and Relationship Strategies SCHOOL OF JOURNALISM & NEW MEDIA

Focuses on critical thinking and problem solving in choosing the goals and tactics that will enable a firm to grow its business and develop its brand and relationships with key customers. Includes detailed examination of classic brand-building strategies and the ways in which marketers have developed and communicated strategies.

3 Credits

### **Prerequisites**

- IMC 404: Integrated Marketing Comm Research (Minimum grade: C)
- Course may be repeated only once.

## Instruction Type(s)

Lecture: Lecture for IMC 557

## **Subject Areas**

• <u>Journalism</u>

### **Related Areas**

- Broadcast Journalism
- Journalism, Other
- Photojournalism

