

IMC 692: Reputation Management

SCHOOL OF JOURNALISM & 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

Prerequisites

- Must have completed undergraduate IMC core or have permission of instructor.

Instruction Type(s)

- Lecture: Lecture for IMC 692

Subject Areas

- [Journalism](#)

Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

