

## IMC 304: Account Planning

### SCHOOL OF JOURNALISM & NEW MEDIA

Presents principles and practices of the account planning process to develop skills, insights and strategies to use in different methods of influencing consumers' behavior.

3 Credits

#### Prerequisites

- [IMC 205: Writing for Integrated Marketing Comm](#) (Minimum grade: C)
- [IMC 204: Introduction to Integrated Marketing Com](#) (Minimum grade: C)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

#### Instruction Type(s)

- Lecture: Lecture for IMC 304
- Lecture: Compressed Video for IMC 304

#### Subject Areas

- [Journalism](#)

#### Related Areas

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

