

IMC 355: Persuasion

SCHOOL OF JOURNALISM & NEW MEDIA

This course is designed to expose students to a social science approach to persuasion theories with a view toward their application in integrated marketing communications.

3 Credits

Prerequisites

- [IMC 204: Introduction to Integrated Marketing Com](#) \$target.descriptions.MinimumGrade\$
- [IMC 205: Writing for Integrated Marketing Comm](#) \$target.descriptions.MinimumGrade\$
- Junior Standing Required

Instruction Type(s)

- Lecture: Lecture for IMC 355

Subject Areas

- [Journalism](#)

Related Areas

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

