

IMC 501: Introduction to Integrated Mktg Comm.

This course introduces the basic disciplines of IMC: advertising, sales promotion, public relations, direct marketing, database marketing, proximity marketing, Internet marketing communication and relationship marketing.

3 Credits

Prerequisites

- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.

Instruction Type(s)

- Seminar: Seminar for IMC 501
- Seminar: Compressed Video for IMC 501

Subject Areas

Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- <u>Photojournalism</u>

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