

## **IMC 580: Topics in IMC II** **SCHOOL OF JOURNALISM & NEW MEDIA**

Intensive exploration of special topics that enhance and complement integrated marketing communications studies, including trends, multicultural issues, technology, emerging media, data analysis, crisis communication, case studies, leadership topics, strategic planning, diversity, etc. May also include developing and/or implementing IMC programs for businesses and other organizations.

May be repeated for credit.

1 - 3 Credits

### **Prerequisites**

- Instructor Approval Required

### **Instruction Type(s)**

- Lecture/Lab: Lecture/Lab for IMC 580

### **Subject Areas**

- [Journalism](#)

### **Related Areas**

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

