

## **IMC 601: Advanced 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**

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

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

- Lecture: Lecture for IMC 601
- Lecture: Compressed Video for IMC 601

#### **Subject Areas**

- [Journalism](#)

#### **Related Areas**

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

