

IMC 506: Content Marketing SCHOOL OF JOURNALISM & NEW MEDIA

This course is designed to enhance students' understanding of content marketing; the status of content marketing in today's marketplace; and the relationship between content, marketing, brands, and the different types of media.

3 Credits

Prerequisites

• Prerequiste: Junior standing (60 hr).

Instruction Type(s)

Lecture: Lecture for IMC 506

Subject Areas

Public Relations, Advertising, and Applied Communication

Related Areas

- <u>Advertising</u>
- International and Intercultural Communication
- Public Relations, Advertising, and Applied Communication, Other
- <u>Public Relations/Image Management</u>
- <u>Technical and Scientific Communication</u>

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