

IMC 404: Integrated Marketing Comm Research

Theory and practice of qualitative and quantitative research applied to multiple marketing and communications challenges and tasks. 3 Credits

Prerequisites

- IMC 204: Introduction to Integrated Marketing Com \$target.descriptions.MinimumGrade\$
- IMC 205: Writing for Integrated Marketing Comm \$target.descriptions.MinimumGrade\$
- Course may be repeated only once.
- Integrated Marketing Communication or Journalism Majors Only
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for IMC 404
- Lecture: Compressed Video for IMC 404

Subject Areas

Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- Photojournalism

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