

# IMC 507: Direct and Database Marketing MEEK SCHOOL OF JOURNALISM & NEW MEDIA

This course covers multiple methods of marketing to customers and potential customers directly and individually, in contrast with less precise, more broadly focused mass marketing media.

3 Credits

#### Prerequisites

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

# Instruction Type(s)

- Lecture: Lecture for IMC 507
- Lecture: Compressed Video for IMC 507

### **Subject Areas**

- Mass Communication/ Media Studies
- <u>Communication, General</u>

#### **Related Areas**

- <u>Communication and Media Studies, Other</u>
- Speech Communication and Rhetoric

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

