

## IMC 557: Brand and Relationship Strategies MEEK SCHOOL OF JOURNALISM & NEW MEDIA

Focuses on critical thinking and problem solving in choosing the goals and tactics that will enable a firm to grow its business and develop its brand and relationships with key customers. Includes detailed examination of classic brand-building strategies and the ways in which marketers have developed and communicated strategies.

3 Credits

# Prerequisites

- IMC 404: Integrated Marketing Comm Research (Minimum grade: C)
- Course may be repeated only once.

#### Instruction Type(s)

- Lecture: Lecture for IMC 557
- Lecture: Compressed Video for IMC 557

### **Subject Areas**

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

#### **Related Areas**

- Communication and Media Studies, Other
- 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.

