

# IMC 204: Introduction to Integrated Marketing Com MEEK SCHOOL OF JOURNALISM & NEW MEDIA

Introduces the basic disciplines of IMC: advertising, sales promotion, public relations, direct marketing, database marketing, Internet marketing communication, and relationship marketing.

3 Credits

#### **Prerequisites**

• Course may be repeated only once.

## Instruction Type(s)

- Lecture: Lecture for IMC 204
- Lecture: Compressed Video for IMC 204
- Lecture: Web-based Lecture for IMC 204
- Lecture: iStudy for IMC 204

### **Subject Areas**

• Journalism

### **Related Areas**

- Broadcast Journalism
- Journalism, Other
- Photojournalism

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