

IMC 508: Advanced Media Strategy and Analysis

This course is a detailed survey of new media planning and buying that is evolving in the 21st century. It covers multiple trends and challenges, including: client demand for integrated marketing communications and greater accountability, audience fragmentation, media proliferation, and new technologies.

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 508
- Lecture: Compressed Video for IMC 508

Subject Areas

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

Related Areas

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

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