

## IMC 587: Sports Promotion

### MEEK SCHOOL OF JOURNALISM & NEW MEDIA

This course is designed to expose students to strategies and tactics in integrated marketing communications as they relate to the sports industry.

3 Credits

#### Prerequisites

- Prerequisite: Junior standing (60 hr).

#### Instruction Type(s)

- Lecture: Lecture for IMC 587

#### Subject Areas

- [Communication, General](#)

#### Related Areas

- [Communication and Media Studies, Other](#)
- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

