

# IMC 404: Integrated Marketing Comm Research Meek School of Journalism & New Media

Theory and practice of qualitative and quantitative research applied to multiple marketing and communications challenges and tasks.

#### 3 Credits

#### **Prerequisites**

- IMC 104: Introduction to Integrated Marketing Com (Minimum grade: C)
- IMC 205: Writing for Integrated Marketing Comm (Minimum grade: C)
- · Course may be repeated only once.
- Integrated Marketing Communication or Journalism Majors Only
- Pre-Requisite: 24 Earned Hours

### Instruction Type(s)

- Lecture: Lecture for IMC 404
- Lecture: Compressed Video for IMC 404

## **Subject Areas**

• Journalism

#### **Related Areas**

- Broadcast Journalism
- Journalism, Other
- Photojournalism

