

IMC 455: Integrated Marketing Communications Meek School of Journalism & New Media

A capstone course involving tactical application of IMC skills and disciplines, and to develop team-building skills. Alternative and competing IMC campaigns will be presented and judged by both professor and client.

3 Credits

Prerequisites

- IMC 404: Integrated Marketing Comm Research (Minimum grade: C)
- Jour 391: Public Relations \$target.descriptions.MinimumGrade\$
- IMC 304: Account Planning \$target.descriptions.MinimumGrade\$
- Jour 273: Creative Visual Thinking \$target.descriptions.MinimumGrade\$
- · Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for IMC 455
- Lecture: Compressed Video for IMC 455
- Lecture: In-Country Program for IMC 455

Subject Areas

- Mass Communication/ Media Studies
- Communication, General

Related Areas

- Communication and Media Studies, Other
- Speech Communication and Rhetoric

