

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](#)

