

IMC 503: Insights and Measurements School of Journalism and New Media

This course introduces basic methods for generating and acquiring information and data useful for IMC applications.

3 Credits

Prerequisites

- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.
- Prerequiste: Junior standing (60 hr).

Instruction Type(s)

- Lecture: Lecture for IMC 503
- Lecture: Compressed Video for IMC 503
- Lecture: Web-based Lecture for IMC 503
- Lecture: Online Program for IMC 503

Subject Areas

- Mass Communication/ Media Studies
- · Communication, General

Related Areas

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

