

## **IMC 505: Internet and Mobile Media**

### School of Journalism and New Media

This course addresses the ways in which the Internet has changed marketing practice, combining all IMC practices specialized for the Internet platform, so that they can be studied as an integrated whole.

3 Credits

### **Prerequisites**

- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.

### **Instruction Type(s)**

- Lecture: Lecture for IMC 505
- Lecture: Compressed Video for IMC 505
- Lecture: Study Abroad for IMC 505
- Lecture: Web-based Lecture for IMC 505
- Lecture: Online Program for IMC 505

### **Subject Areas**

- [Digital Communication and Media/Multimedia](#)
- [Communication, General](#)

