

# IMC 531: Consumer Research and Insights 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**

- IMC 501: Principles of Integrated Marketing Comm \$target.descriptions.MinimumGrade\$
- Prerequisite requirements for this course may also be satisfied by consent of instructor.

## Instruction Type(s)

- Lecture: Lecture for IMC 531
- Lecture: Compressed Video for IMC 531
- Lecture: Web-based Lecture for IMC 531
- Lecture: Online Program for IMC 531

### **Subject Areas**

- Mass Communication/ Media Studies
- Communication, General

#### **Related Areas**

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

