

IMC 104: Introduction to Integrated Marketing Com

Introduces the basic disciplines of IMC: advertising, sales promotion, public relations, direct marketing, database marketing, Internet marketing communication, and relationship marketing.

3 Credits

Prerequisites

• Course may be repeated only once.

Instruction Type(s)

- Lecture: Lecture for IMC 104
- Lecture: Compressed Video for IMC 104
- Lecture: Web-based Lecture for IMC 104
- Lecture: iStudy for IMC 104

Subject Areas

Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- <u>Photojournalism</u>

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