

IMC 304: Account Planning

School of Journalism and New Media

Presents principles and practices of the account planning process to develop skills, insights and strategies to use in different methods of influencing consumers' behavior.

3 Credits

Prerequisites

- [IMC 104: Introduction to Integrated Marketing Com](#) (Minimum grade: C)
- Course may be repeated only once.
- Integrated Marketing Communication or Journalism Majors Only
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for IMC 304
- Lecture: Compressed Video for IMC 304
- Lecture: Web-based Lecture for IMC 304

Subject Areas

- [Journalism](#)

Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

