

# IMC 528: Digital Video Marketing

## [School of Journalism and New Media](#)

An effective video strategy is an important component of any marketing campaign. This course will help you develop an understanding of marketing videos and how to use them strategically. You will learn about the tools and materials required, and you will create a digital video marketing strategy by the end of the semester.

3 Credits

### Prerequisites

- Prerequisite: IMC 501 or instructor approval

### Instruction Type(s)

- Lecture: Lecture for IMC 528
- Lecture: Web-based Lecture for IMC 528
- Lecture: Online Program for IMC 528

### Subject Areas

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

