

IMC 512: Content Marketing

School of Journalism and New Media

This course is designed to enhance students' understanding of content marketing; the status of content marketing in today's marketplace; and the relationship between content, marketing, brands, and the different types of media.

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 512

Subject Areas

- [Public Relations, Advertising, and Applied Communication](#)

Related Areas

- [Advertising](#)
- [International and Intercultural Communication](#)
- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Public Relations/Image Management](#)
- [Technical and Scientific Communication](#)

