

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

- Prerequisite requirements for this course may also be satisfied by consent of instructor.
- Pre-reg: Must be admitted to the IMC Master's Program OR Instructor Approval

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

