

COMM 412 : Integrated Marketing Communications Campaigns

This course uses the integrated marketing communications (IMC) approach of utilizing appropriate advertising, marketing, personal selling, and public relations principles and practices to develop a strategic communication campaign. Students conduct research, develop goals, objectives, strategies, and tactics for a client. The campaign is presented to the client in written and audio-visual form. The campaign is evaluated. (This course may be taken for credit as [BUSI 412](#).)

Credits 3.0

Prerequisite Courses

[COMM 203](#)

[COMM 212](#)

[BUSI 310](#)

Prerequisites

[ACCT 202](#) or [ECON 201](#); or permission of the instructor.