

COM 431: INTEGRATED MARKETING COMMUNICATION (IMC) 2

- Pre-requisites: COM standing, COM 231: IMC 1, COM 232: Strategic Writing
- Meets Writing Intensive, Explorations Beyond the Classroom requirements
- Topics covered:
 - Brands and brand narratives
 - IMC and communication theories
 - Brand strategy development
 - Market research
 - Social media management and messaging
- 2 sections: 11 am – 12:15 p.m. T/R and 3:30-4:45 p.m. T/R
- Excellent for everyone who is interested in IMC/PR/Ad, events, social media
- Good portfolio artifacts too!