

INTEGRATED MARKETING COMMUNICATION (IMC-NE)

IMC-NE 100 Integrated Marketing Communication for Behavioral Impact (0 Credits)

This summer course focuses on strategic communication planning for behavioral impact in health and social development. Behavioral results are the primary end-goals of health and social development programs.

The course stresses that behavioral impact comes with the critical support of effective communication programs purposefully planned for behavioral results, and not directed just at awareness creation, advocacy, or public education.

Grading: Non-Credit Pass/Fail

Repeatable for additional credit: Yes