OVERVIEW

Programs
Courses
Faculty
Awards

Courses

MEEK SCHOOL OF JOURNALISM & NEW MEDIA

IMC 204: Introduction to Integrated Marketing Communications
IMC 205: Writing for Integrated Marketing Communications
IMC 301: From Student to Professional
IMC 304: Account Planning
IMC 305: Visual Communication
IMC 306: Internet Marketing Communication
IMC 307: Creating Digital Media Platforms
IMC 308: Social Media Content Creation
IMC 309: Introduction to Video Storytelling
IMC 314: Fashion Promotion and Media
IMC 315: Fashion Merchandising
IMC 320: Event Planning
IMC 325: Data Literacy
IMC 349: 3-D Modeling
IMC 351: Topics in IMC I
IMC 352: Topics in IMC II
IMC 353: Topics in IMC III
IMC 354: Nonprofit Marketing Communications
IMC 355: Persuasion
IMC 357: Global Brands
IMC 361: IMC Explorations I
IMC 362: IMC Explorations II
IMC 376: Commercial Photography
IMC 390: Advanced Writing: Integrated Marketing Communications
IMC 395: IMC Internship I
IMC 404: Integrated Marketing Comm Research
IMC 406: Digital Media Applications
IMC 430: The Agency Class
IMC 455: Integrated Marketing Communications
IMC 473: Motion Graphics
IMC 495: IMC Internship II
IMC 496: Honors Thesis Research
IMC 497: IMC Honors Thesis 1
IMC 498: IMC Honors Thesis 2
IMC 499: Directed Study
IMC 502: Consumer Behavior/target behavior
IMC 503: Insights and Measurements
IMC 504: Creative Development and Direction
IMC 505: Internet and Mobile Media
IMC 506: Content Marketing
IMC 507: Direct and Database Marketing
IMC 508: Advanced Media Strategy and Analysis
IMC 509: Special Problems in IMC
IMC 510: Crisis Communications
IMC 556: Multicultural Marketing Communication
• IMC 557: Brand and Relationship Strategies
• IMC 559: Advanced IMC Campaigns
• IMC 580: Topics in IMC II
• IMC 584: Collegiate Sports Promotion
• IMC 585: Health Communication
• IMC 586: Foundations of Sports
• IMC 587: Sports Promotion
• IMC 591: IMC Explorations I
• IMC 592: IMC Explorations II
• IMC 594: Designing Interactivity
• IMC 599: Graduate Directed Study
• IMC 601: Advanced Account Planning
• IMC 602: Design and Visual Thinking
• IMC 692: Reputation Management
• Jour 101: Introduction to Mass Communication
• Jour 102: Introduction to Multimedia Writing
• Jour 271: News Reporting
• Jour 272: Broadcast Newswriting and Reporting
• Jour 273: Creative Visual Thinking
• Jour 301: History of Mass Media
• Jour 310: Social Media in Society
• Jour 330: Media Performance
• Jour 345: Digital Media Diversity
• Jour 350: Topics in Journalism I
• Jour 351: Topics in Journalism I
• Jour 352: Topics in Journalism II
• Jour 353: Topics in Journalism III
• Jour 355: Broadcast Studio Production I
• Jour 361: Journalism Explorations I
• Jour 362: Journalism Explorations II
• Jour 370: Podcasting
• Jour 371: Communications Law
• Jour 372: Sports Announcing
• Jour 373: Designing Media
• Jour 374: Sports Photography
• Jour 375: Photojournalism
• Jour 376: Television Technology
• Jour 377: Advanced Reporting
• Jour 378: Television Reporting
• Jour 379: Editing
• Jour 380: Advanced Broadcast Relations
• Jour 381: Newspaper Management
• Jour 383: Advertising Layout and Design
• Jour 386: Media Sales
• Jour 388: Media Management
• Jour 389: Magazine Editing
• Jour 391: Public Relations
• Jour 395: Journalism Internship
• Jour 399: School Publications
• Jour 400: International Journalism
• Jour 401: Magazine Service Journalism
• Jour 403: Advanced Photojournalism
• Jour 444: Investigating Criminal Justice
• Jour 472: Magazine and Feature Writing
• Jour 473: Writing with Voice
• Jour 474: Cultural Reporting and Criticism
• Jour 475: Editorial and Opinion Writing
• Jour 477: Specialized Reporting
• Jour 480: Advanced Broadcast Reporting
Jour 491: Public Relations Techniques
Jour 492: Public Relations Case Problems
Jour 495: Journalism Practicum
Jour 496: Jour Honors Thesis Research
Jour 497: Jour Honors Thesis I
Jour 498: Jour Honors Thesis 2
Jour 499: Directed Study
Jour 500: Journalism Innovation
Jour 501: Magazine Service Journalism Publishing
Jour 513: The Press and the Changing South
Jour 553: Service Journalism Management
Jour 571: Communications Law
Jour 572: History of Mass Media
Jour 573: Mass Comm, Technology, and Society
Jour 574: Public Opinion and the Mass Media
Jour 575: Mass Media Ethics and Social Issues
Jour 576: Documentary and Social Issues
Jour 577: Depth Reporting
Jour 578: Television Documentary Reporting
Jour 580: Topics in Journalism II
Jour 585: Health Communication
Jour 588: Sports Media and Reporting
Jour 589: Sports Television Production
Jour 590: Multimedia Storytelling I
Jour 591: Journalism Explorations I
Jour 592: Journalism Explorations II
Jour 599: Media Problems
Jour 610: Multimedia Storytelling II
Jour 651: Research in Mass Communications
Jour 652: Seminar in Mass Communication Theory
Jour 653: Problems in Public Opinion
Jour 654: Seminar in Communications Law
Jour 655: Seminar in History of Mass Media
Jour 664: Journalism Practices and Ethics
Jour 668: Narrative Journalism
Jour 680: Advanced Topics in Journalism
Jour 697: Thesis

JOURNALISM INSTRUCTION

IMC 573: Media Leadership
Jour 103: Visual Media Principles
Jour 270: Digital Story Production
Jour 479: Applied Video Storytelling