Courses

- IMC 104: 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 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 390: Advanced Writing: Integrated Marketing
- IMC 395: IMC Internship I
- IMC 404: Integrated Marketing Communication 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 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 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 330: Media Performance
• Jour 345: Digital 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 371: Communications Law
• Jour 372: Sports Announcing
• Jour 373: Designing Media
• Jour 374: Sports Photography
• Jour 375: Photojournalism
• 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 456: Journalism Innovation
• 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 499: Directed Study
• 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 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