School of Journalism and New Media

Overview
Academics & Admissions
Programs
Minors
Courses
Faculty
Awards

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 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 497: IMC Honors Thesis 1
- IMC 498: IMC Honors Thesis 2
- IMC 499: Directed Study
- IMC 501: Introduction to Integrated Mktg Comm
- 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 II
Jour 352: Topics in Journalism III
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