School of Journalism and New Media

Overview
Academics & Admissions
Programs
Minors
Courses
Faculty
Awards

Courses

School of Journalism and New Media

- IMC 104: Introduction to Integrated Marketing Comm
- IMC 205: Writing for Integrated Marketing Comm
- 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
- IMC 391: Public Relations
- 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 491: Public Relations Techniques
- IMC 492: Public Relations Case Problems
- 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 501: Principles of Integrated Marketing Comm
- IMC 509: Special Problems in IMC
- IMC 512: Content Marketing
- IMC 521: Design and Visual Thinking
- IMC 524: Designing Interactivity
- IMC 531: Consumer Research and Insights
- IMC 541: Consumer Behavior/Target Behavior
- IMC 546: International and Multicultural IMC
IMC 551: Brand and Relationship Strategies  
IMC 552: Advanced Media Strategy and Analysis  
IMC 553: Strategic Communication Planning  
IMC 559: Advanced IMC Campaigns  
IMC 561: Creative Development and Direction  
IMC 562: Crisis Communication  
IMC 563: Reputation Management  
IMC 571: Internet and Mobile Media  
IMC 572: Direct and Database Marketing  
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 599: Graduate Directed Study  
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 369: Media Law & Ethics  
Jour 370: Podcasting  
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 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
The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

http://catalog.olemiss.edu/2020/spring/undergraduate/journalism/courses

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