School of Journalism and New Media

Overview

Academics & Admissions

Programs

Minors

Courses

Faculty

Awards

Courses

- IMC 104: Introduction to Integrated Marketing Communication
- IMC 205: Writing for Integrated Marketing Communication
- 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 376: Commercial Photography
- 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 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
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/2019/spring/undergraduate/journalism/courses
Jour 496: Jour Honors Thesis Research
Jour 497: Jour Honors Thesis I
Jour 498: Jour Honors Thesis 2
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