School of Journalism and New Media

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 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