School of Journalism and New Media

Overview
Academics & Admissions
Programs
Minors
Courses
Faculty
Awards

Courses

- 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 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

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.
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