The courses offered in the School of Journalism and New Media include:

**IMC 100: Ideas in IMC**
**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 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 100: Ideas in Journalism
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 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 495: Journalism Practicum
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 576: Documentary 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

Journalism Instruction
IMC 573: Media Leadership
Jour 103: Visual Media Principles
Jour 270: Digital Story Production
Jour 479: Applied Video Storytelling