IMC 307: Creating Digital Media Platforms  
School of Journalism and New Media  
Study of theory, design and implementation of effective digital and interactive techniques for IMC purposes in multimedia environments.  
3 Credits  
Prerequisites  
• Course may be repeated only once.  
Instruction Type(s)  
• Lecture/Lab: Lecture/Lab for IMC 307  
Subject Areas  
• Journalism  
Related Areas  
• Broadcast Journalism  
• Journalism, Other  
• Photojournalism