**IMC 504: Creative Development and Direction**

**Meek School of Journalism & New Media**

This course covers - from start to finish - the many facets of IMC creative development and management, all of which are combinations of both right and left-brain thinking.

3 Credits

**Prerequisites**
- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.

**Instruction Type(s)**
- Lecture: Lecture for IMC 504
- Lecture: Compressed Video for IMC 504

**Subject Areas**
- Mass Communication/ Media Studies
- Communication, General

**Related Areas**
- Communication, General
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric