

## IMC 587: Sports Promotion SCHOOL OF JOURNALISM & NEW MEDIA

This course is designed to expose students to strategies and tactics in integrated marketing communications as they relate to the sports industry. 3 Credits

Instruction Type(s)

Lecture: Lecture for IMC 587

## Subject Areas Communication, General

## **Related Areas**

- <u>Communication and Media Studies, Other</u>
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric

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.

