

# IMC 692: Reputation Management SCHOOL OF JOURNALISM & NEW MEDIA

This course covers public relations as a key component of integrated marketing communications, interacting with other disciplines to manage a client's reputation among all publics and stakeholders.

3 Credits

#### Prerequisites

Must have completed undergraduate IMC core or have permission of instructor.

# Instruction Type(s)

Lecture: Lecture for IMC 692

### **Subject Areas**

Journalism

#### **Related Areas**

- Broadcast Journalism
- Journalism, Other
- Photojournalism

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.

