

# **Academics**

**Overview** 

Calendar

Regulations

Services

**Programs** 

**Minors** 

Courses

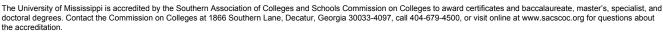
**Faculty** 

### **Course Index**

W

# **SCHOOL OF JOURNALISM & NEW MEDIA**

- IMC 100: Ideas in IMC
- IMC 204: Introduction to Integrated Marketing Com
- IMC 205: Writing for Integrated Marketing Comm
- 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 356: Digital Sales Experience
- IMC 357: Global Brands
- IMC 361: IMC Explorations I
- IMC 362: IMC Explorations II
- IMC 376: Commercial Photography
- IMC 395: IMC Internship I
- IMC 404: Integrated Marketing Comm Research
- IMC 406: Digital Media Applications
- IMC 430: The Agency Class
- IMC 473: Motion Graphics
- 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: Introduction to Integrated Mktg Comm.
- IMC 502: Consumer Behavior/target behavior
- IMC 503: Insights and Measurements
- IMC 504: Creative Development and Direction
- IMC 505: Internet and Mobile Media
- IMC 506: Content Marketing
- IMC 507: Direct and Database Marketing
- IMC 508: Advanced Media Strategy and Analysis
- IMC 509: Special Problems in IMC
- IMC 510: Crisis Communications
- IMC 555: Integrated Marketing Communications
- IMC 556: Multicultural Marketing Communication
- IMC 557: Brand and Relationship Strategies
- IMC 559: Advanced IMC Campaigns

#### **JOURNALISM INSTRUCTION**

• IMC 573: Media Leadership

## **SCHOOL OF JOURNALISM & NEW MEDIA**

- 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 504: Decimal at lateractive
- IMC 594: Designing Interactivity
- IMC 599: Graduate Directed Study
   IMC 601: Advanced Account Planning
- IMC 602: Design and Visual Thinking
- IMC 692: Reputation Management
- MAC 005 O CONTROL OF THE PROPERTY OF THE PROPE
- IMC 695: Communication Internship

