

### IMC 320: Event Planning SCHOOL OF JOURNALISM & NEW MEDIA

This course provides an overview of event planning. The course will provide an understanding of various types of events and meetings, both the business and creative aspect of event planning, site location and other logistics of planning, and event promotion.

3 Credits

#### Prerequisites

• Integrated Marketing Communication or Journalism Majors Only

# Instruction Type(s)

Lecture: Lecture for IMC 320

## **Subject Areas**

<u>Communication, General</u>

#### **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.

