

IMC 504: Creative Development and Direction 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 leftbrain 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

Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- <u>Photojournalism</u>

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