

IMC 430: The Agency Class SCHOOL OF JOURNALISM & NEW MEDIA

This immersive course requires students to work in a professional agency atmosphere. The clients are real, and the expectation for quality, professional deliverables is also very real. Students must also be willing to learn and perform varying tasks as deemed necessary by the agency's clients.

3 Credits

Prerequisites

- Prerequisite requirements for this course may also be satisfied by consent of instructor.
- Integrated Marketing Communication or Journalism Majors Only
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

Lecture: Lecture for IMC 430

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.

