

IMC 503: Insights and Measurements SCHOOL OF JOURNALISM & NEW MEDIA

This course introduces basic methods for generating and acquiring information and data useful for IMC applications.

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 503
- Lecture: Compressed Video for IMC 503

Subject Areas

- Mass Communication/ Media Studies
- <u>Communication, General</u>

Related Areas

- <u>Communication and Media Studies, Other</u>
- <u>Speech Communication and Rhetoric</u>

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.

