

# IMC 309: Introduction to Video Storytelling

## SCHOOL OF JOURNALISM & NEW MEDIA

This course provides basic instruction in video acquisition and editing. The course will focus on the use of video specifically for IMC purposes, including storytelling techniques, desired outcomes, theories, etc., that come into play when you are communicating a particular point of view.

3 Credits

### Prerequisites

- Integrated Marketing Communication or Journalism Majors Only

### Instruction Type(s)

- Lecture: Lecture for IMC 309

### Subject Areas

- [Communication, General](#)

### Related Areas

- [Communication and Media Studies, Other](#)
- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

