

# 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 left-brain 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

- [Mass Communication/ Media Studies](#)
- [Communication, General](#)

### Related Areas

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

