

IMC 205: Writing for Integrated Marketing Comm

This course focuses on developing students' skills in accurate, forceful, vivid and persuasive writing to advance a variety of IMC strategies.

Course may be repeated only once. This course is only available to students with majors in the School of Journalism and New Media or School of Business Administration.

3 Credits

Prerequisites

Course may be repeated only once.

Instruction Type(s)

- Lecture: Lecture for IMC 205
- Lecture: Compressed Video for IMC 205

Subject Areas

Journalism

Related Areas

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

