

IMC 351: Topics in IMC I SCHOOL OF JOURNALISM & NEW MEDIA

Exploration of special topics that enhance and complement integrated marketing communications studies, including trends, multicultural issues, technology, emerging media, data analysis, crisis communication, case studies, leadership topics, strategic planning, diversity, etc. May also include developing and/or implementing IMC programs for businesses and other organizations.

May be repeated for credit.

1 Credit

Prerequisites

Pre-Requisite: 24 Earned Hours

Instruction Type(s)

Lecture/Lab: Lecture/Lab for IMC 351

Subject Areas

Public Relations, Advertising, and Applied Communication

Related Areas

- Advertising
- International and Intercultural Communication
- Public Relations, Advertising, and Applied Communication, Other
- Public Relations/Image Management
- <u>Technical and Scientific Communication</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.

