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

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.