

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

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

