IMC 356: Digital Sales Experience

SCHOOL OF JOURNALISM & NEW MEDIA

This course is designed to teach and provide real-world experiences in internet marketing/digital media sales. As part of the course, students are required to call on clients to sell digital/internet media products.

3 Credits

Instruction Type(s)

- Lecture: Lecture for IMC 356

Subject Areas

- Public Relations, Advertising, and Applied Communication

Related Areas

- Advertising
- Public Relations, Advertising, and Applied Communication, Other
- Public Relations/Image Management
- Technical and Scientific Communication

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.