

## IMC 506: Content Marketing MEEK SCHOOL OF JOURNALISM & NEW MEDIA

This course is designed to enhance students' understanding of content marketing; the status of content marketing in today's marketplace; and the relationship between content, marketing, brands, and the different types of media.

#### 3 Credits Prerequisites

• Prerequiste: Junior standing (60 hr).

# Instruction Type(s)

• Lecture: Lecture for IMC 506

## **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.

