IMC 505: Internet and Mobile Media

MEEK SCHOOL OF JOURNALISM & NEW MEDIA

This course addresses the ways in which the Internet has changed marketing practice, combining all IMC practices specialized for the Internet platform, so that they can be studied as an integrated whole.

3 Credits

Prerequisites

- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.

Instruction Type(s)

- Lecture: Lecture for IMC 505
- Lecture: Compressed Video for IMC 505

Subject Areas

- Digital Communication and Media/Multimedia
- Communication, General

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.