

IMC 508: Advanced Media Strategy and Analysis MEEK SCHOOL OF JOURNALISM & NEW MEDIA

This course is a detailed survey of new media planning and buying that is evolving in the 21st century. It covers multiple trends and challenges, including: client demand for integrated marketing communications and greater accountability, audience fragmentation, media proliferation, and new technologies.

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 508
- Lecture: Compressed Video for IMC 508

Subject Areas

- Mass Communication/ Media Studies
- <u>Communication, General</u>

Related Areas

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.

