

## **IMC 504: Creative Development and Direction**

### **MEEK SCHOOL OF JOURNALISM & NEW MEDIA**

This course covers - from start to finish - the many facets of IMC creative development and management, all of which are combinations of both right and left-brain thinking.

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 504
- Lecture: Compressed Video for IMC 504

#### **Subject Areas**

- [Mass Communication/ Media Studies](#)
- [Communication, General](#)

#### **Related Areas**

- [Speech Communication and Rhetoric](#)

