

# 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**

- · Communication and Media Studies, Other
- Speech Communication and Rhetoric

