IMC 580: Topics in IMC II

MEEK SCHOOL OF JOURNALISM & NEW MEDIA

Intensive exploration of special topics that enhance and complement integrated marketing communications studies, including trends, multicultural issues, technology, emerging media, data analysis, crisis communication, case studies, leadership topics, strategic planning, diversity, etc. May also include developing and/or implementing IMC programs for businesses and other organizations.

May be repeated for credit.

1 - 3 Credits

Prerequisites

- Instructor Approval Required
- Prerequiste: Junior standing (60 hr).

Instruction Type(s)

- Lecture/Lab: Lecture/Lab for IMC 580
- Lecture/Lab: In-Country Program for IMC 580
- Lecture/Lab: Online Program for IMC 580

Subject Areas

- Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- Photojournalism

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.