

## **Mass Communication/ Media Studies**

- IMC 349: 3-D Modeling
- IMC 455: Integrated Marketing Communications
- IMC 503: Insights and Measurements
- IMC 504: Creative Development and Direction
- IMC 507: Direct and Database Marketing
- IMC 508: Advanced Media Strategy and Analysis
- IMC 509: Special Problems in IMC
- IMC 556: Multicultural Marketing Communication
- IMC 557: Brand and Relationship Strategies
- IMC 601: Advanced Account Planning
- IMC 602: Design and Visual Thinking
- Jour 101: Introduction to Mass Communication
- Jour 301: History of Mass Media
- Jour 371: Communications Law
- Jour 513: The Press and the Changing South
- Jour 571: Communications Law
- Jour 572: History of Mass Media
- Jour 573: Mass Comm, Technology, and Society
- Jour 574: Public Opinion and the Mass Media
- Jour 575: Mass Media Ethics and Social Issues
- Jour 591: Journalism Explorations I
- Jour 592: Journalism Explorations II
- <u>Jour 599: Media Problems</u>
- Jour 651: Research in Mass Communications
- Jour 652: Seminar in Mass Communication Theory
- Jour 653: Problems in Public Opinion
- Jour 654: Seminar in Communications Law
- Jour 655: Seminar in History of Mass Media
- Jour 680: Advanced Topics in Journalism
- Jour 697: Thesis
- MCOM 200: Media & Communication Theory I
- MCOM 305: Dialogue Across Difference
- MCOM 340: Global Media Systems
- MCOM 395: Internship in Media and Communication
- MCOM 441: Mass Media Effects
- MCOM 480: Media and Communication Capstone

