Meek School of Journalism & New Media

Overview
Academics & Admissions
Programs
Minors
Courses
Faculty
Awards

Courses

- IMC 100: Ideas in IMC
- IMC 104: Introduction to Integrated Marketing Com
- IMC 205: Writing for Integrated Marketing Comm
- IMC 301: From Student to Professional
- IMC 304: Account Planning
- IMC 305: Visual Communication
- IMC 306: Internet Marketing Communication
- IMC 307: Creating Digital Media Platforms
- IMC 308: Social Media Content Creation
- IMC 309: Introduction to Video Storytelling
- IMC 314: Fashion Promotion and Media
- IMC 315: Fashion Merchandising
- IMC 320: Event Planning
- IMC 325: Data Literacy
- IMC 349: 3-D Modeling
- IMC 351: Topics in IMC I
- IMC 352: Topics in IMC II
- IMC 353: Topics in IMC III
- IMC 354: Nonprofit Marketing Communications
- IMC 355: Persuasion
- IMC 356: Digital Sales Experience
- IMC 357: Global Brands
- IMC 361: IMC Explorations I
- IMC 362: IMC Explorations II
- IMC 376: Commercial Photography
- IMC 390: Advanced Writing: Integrated Marketing
- IMC 395: IMC Internship I
- IMC 404: Integrated Marketing Comm Research
- IMC 406: Digital Media Applications
- IMC 430: The Agency Class
- IMC 455: Integrated Marketing Communications
- IMC 473: Motion Graphics
- IMC 495: IMC Internship II
- IMC 496: Honors Thesis Research
- IMC 497: IMC Honors Thesis 1
- IMC 498: IMC Honors Thesis 2
- IMC 499: Directed Study
- IMC 501: Introduction to Integrated Mktg Comm.
- IMC 502: Consumer Behavior/target behavior
- IMC 503: Insights and Measurements
- IMC 504: Creative Development and Direction
- IMC 505: Internet and Mobile Media
- IMC 506: Content Marketing
- IMC 507: Direct and Database Marketing
- IMC 508: Advanced Media Strategy and Analysis
- IMC 509: Special Problems in IMC
- IMC 510: Crisis Communications

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.

- IMC 528: Digital Video Marketing
- IMC 556: Multicultural Marketing Communication
- IMC 557: Brand and Relationship Strategies
- IMC 559: Advanced IMC Campaigns
- IMC 573: Media Leadership
- IMC 580: Topics in IMC II
- IMC 584: Collegiate Sports Promotion
- IMC 585: Health Communication
- IMC 586: Foundations of Sports
- IMC 587: Sports Promotion
- IMC 591: IMC Explorations I
- IMC 592: IMC Explorations II
- IMC 594: Designing Interactivity
- IMC 599: Graduate Directed Study
- IMC 601: Advanced Account Planning
- IMC 602: Design and Visual Thinking
- IMC 608: Foundation of Event Planning & Managment
- IMC 668: Advanced Event Planning and Management
- IMC 682: Nonprofit Marketing Communications
- IMC 692: Reputation Management
- IMC 695: Communication Internship
- Jour 100: Ideas in Journalism
- Jour 101: Introduction to Mass Communication
- Jour 102: Introduction to Multimedia Writing
- Jour 103: Visual Media Principles
- Jour 270: Digital Story Production
- Jour 271: News Reporting
- Jour 272: Broadcast Newswriting and Reporting
- Jour 273: Creative Visual Thinking
- Jour 301: History of Mass Media
- Jour 310: Social Media in Society
- Jour 330: Media Performance
- Jour 345: Digital Media Diversity
- Jour 350: Topics in Journalism I
- Jour 351: Topics in Journalism I
- Jour 352: Topics in Journalism II
- Jour 353: Topics in Journalism III
- Jour 355: Broadcast Studio Production I
- Jour 361: Journalism Explorations I
- Jour 362: Journalism Explorations II
- Jour 366: Sports Writing
- Jour 367: Drone Storytelling
- Jour 368: Peace Journalism
- Jour 369: Media Law & Ethics
- Jour 370: Podcasting
- Jour 371: Communications Law
- Jour 372: Sports Announcing
- Jour 373: Designing Media
- Jour 374: Sports Photography
- Jour 375: Photojournalism
- Jour 376: Television Technology
- Jour 377: Advanced Reporting
- Jour 378: Television Reporting
- Jour 379: Editing
- Jour 380: Advanced Broadcast Relations
- Jour 381: Newspaper Management
- Jour 383: Advertising Layout and Design
- Jour 386: Media Sales
- Jour 388: Media Management

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- Jour 389: Magazine Editing
- Jour 391: Public Relations
- Jour 395: Journalism Internship
- Jour 399: School Publications
- Jour 400: International Journalism
- Jour 401: Magazine Service Journalism
- Jour 403: Advanced Photojournalism
- Jour 444: Investigating Criminal Justice
- Jour 472: Magazine and Feature Writing
- Jour 473: Writing with Voice
- Jour 474: Cultural Reporting and Criticism
- Jour 475: Editorial and Opinion Writing
- Jour 477: Specialized Reporting
- Jour 479: Applied Video Storytelling
- Jour 480: Advanced Broadcast Reporting
- Jour 491: Public Relations Techniques
- Jour 492: Public Relations Case Problems
- Jour 495: Journalism Practicum
- Jour 496: Jour Honors Thesis Research
- Jour 497: Jour Honors Thesis I
- Jour 498: Jour Honors Thesis 2
- Jour 499: Directed Study
- Jour 500: Journalism Innovation
- Jour 501: Magazine Service Journalism Publishing
- Jour 513: The Press and the Changing South
- Jour 553: Service Journalism Management
- 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 576: Documentary and Social Issues
- Jour 577: Depth Reporting
- Jour 578: Television Documentary Reporting
- Jour 580: Topics in Journalism II
- Jour 585: Health Communication
- Jour 588: Sports Media and Reporting
- Jour 589: Sports Television Production
- Jour 590: Multimedia Storytelling I
- Jour 591: Journalism Explorations I
- Jour 592: Journalism Explorations II
- Jour 599: Media Problems
- Jour 610: Multimedia Storytelling II
- 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 664: Journalism Practices and Ethics
- Jour 668: Narrative Journalism
- Jour 680: Advanced Topics in Journalism
- Jour 695: Communication Internship
- Jour 697: Thesis

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