

IMC 100: Ideas in IMC School of Journalism and New Media

This course focuses on covering emerging trends or skills that may become essential to practitioners in integrated marketing communications. May be repeated for credit.

3 Credits

Instruction Type(s)

Lecture: Lecture for IMC 100

Subject Areas

• Public Relations, Advertising, and Applied Communication, Other

Related Areas

- Advertising
- International and Intercultural Communication
- Public Relations, Advertising, and Applied Communication
- Public Relations/Image Management
- <u>Technical and Scientific Communication</u>

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.

