

IMC 315: Fashion Merchandising School of Journalism and New Media

This course will examine the essential elements of the fashion industry with an emphasis on buying and merchandising. This course will also cover topics such as trends, marketing, and branding.

3 Credits

Prerequisites

• Integrated Marketing Communication or Journalism Majors Only

Instruction Type(s)

• Lecture: Lecture for IMC 315

Subject Areas

• Communication, General

Related Areas

- Communication and Media Studies, Other
- <u>Mass Communication/ Media Studies</u>
- Speech Communication and Rhetoric

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.

