

School of Journalism and New Media

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Courses

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- [IMC 104: Introduction to Integrated Marketing Com](#)
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- [IMC 455: Integrated Marketing Communications](#)
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- [IMC 491: Public Relations Techniques](#)
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- [IMC 541: Consumer Behavior/Target Behavior](#)
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- [Jour 653: Problems in Public Opinion](#)
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- [Jour 655: Seminar in History of Mass Media](#)
- [Jour 664: Journalism Practices and Ethics](#)
- [Jour 668: Narrative Journalism](#)
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- [Jour 697: Thesis](#)

