

## **IMC 406: Digital Media Applications**

### **[School of Journalism and New Media](#)**

Advanced examination, planning and exploration of innovative multimedia roles in comprehensive IMC campaigns.

3 Credits

#### **Prerequisites**

- [IMC 307: Creating Digital Media Platforms](#)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

#### **Instruction Type(s)**

- Lecture/Lab: Lecture/Lab for IMC 406

#### **Subject Areas**

- [Journalism](#)

#### **Related Areas**

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

