

## **Academics**

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# **School of Journalism and New Media**

- 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
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- IMC 305: Visual Communication
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- 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

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- IMC 349: 3-D Modeling
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- IMC 455: Integrated Marketing Communications
- IMC 473: Motion Graphics
- IMC 491: Public Relations Techniques
- IMC 492: Public Relations Case Problems
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- IMC 497: IMC Honors Thesis 1
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- IMC 512: Content Marketing
- IMC 521: Design and Visual Thinking
- IMC 524: Designing Interactivity
- IMC 531: Consumer Research and Insights
- IMC 541: Consumer Behavior/Target Behavior
- IMC 546: International and Multicultural IMC
- IMC 551: Brand and Relationship Strategies
- IMC 552: Advanced Media Strategy and Analysis
- IMC 553: Strategic Communication Planning
- IMC 559: Advanced IMC Campaigns
- IMC 561: Creative Development and Direction
- IMC 562: Crisis Communication
- IMC 563: Reputation Management
- IMC 571: Internet and Mobile Media
- IMC 572: Direct and Database Marketing

#### **Journalism Instruction**

• IMC 573: Media Leadership

## **School of Journalism and New Media**

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- 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 599: Graduate Directed Study
- IMC 695: Communication Internship

