

IMC 563: Reputation Management School of Journalism and New Media

This course covers public relations as a key component of integrated marketing communications, interacting with other disciplines to manage a client's reputation among all publics and stakeholders.

3 Credits

Prerequisites

- IMC 501: Principles of Integrated Marketing Comm
- Prerequisite requirements for this course may also be satisfied by consent of instructor.

Instruction Type(s)

- Lecture: Lecture for IMC 563
- Lecture: Compressed Video for IMC 563
- Lecture: Web-based Lecture for IMC 563
- Lecture: Online Program for IMC 563

Subject Areas

- Public Relations/Image Management
- Public Relations, Advertising, and Applied Communication

Related Areas

- Advertising
- International and Intercultural Communication
- Public Relations, Advertising, and Applied Communication, Other
- <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.

