

## Public Relations, Advertising, and Applied Communication

- [IMC 303: Media Planning](#)
- [IMC 351: Topics in IMC I](#)
- [IMC 352: Topics in IMC II](#)
- [IMC 353: Topics in IMC III](#)
- [IMC 356: Digital Sales Experience](#)
- [IMC 390: Advanced Writing: Integrated Marketing](#)
- [IMC 391: Public Relations](#)
- [IMC 456: Advanced IMC Campaign Development](#)
- [IMC 512: Content Marketing](#)
- [IMC 562: Crisis Communication](#)
- [IMC 563: Reputation Management](#)
- [IMC 608: Theory of Event Planning & Management](#)
- [IMC 668: Advanced Event Planning and Management](#)
- [IMC 682: Nonprofit Marketing Communications](#)
- [Jour 383: Advertising Layout and Design](#)
- [Jour 386: Media Sales](#)

