

# 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](#)

