

IMC 528: Digital Video Marketing School of Journalism and New Media

An effective video strategy is an important component of any marketing campaign. This course will help you develop an understanding of marketing videos and how to use them strategically. You will learn about the tools and materials required, and you will create a digital video marketing strategy by the end of the semester.

3 Credits

Prerequisites

Prerequisite: IMC 501 or instructor approval

Instruction Type(s)

- Lecture: Lecture for IMC 528
- Lecture: Web-based Lecture for IMC 528
- Lecture: Online Program for IMC 528

Subject Areas

Digital Communication and Media/Multimedia

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.

