

IMC 559: Advanced IMC Campaigns School of Journalism and New Media

This course serves as a capstone in which students apply theory, strategy, and skills in integrated marketing communications to develop a campaign. 3 Credits

Prerequisites

• Pre-requisite IMC 551 OR Instructor Approval

Instruction Type(s)

- Lecture: Lecture for IMC 559
- Lecture: Online Program for IMC 559
- Lecture: Web-based Lecture for IMC 559

Subject Areas

• Communication, General

Related Areas

- Communication and Media Studies, Other
- <u>Mass Communication/ Media Studies</u>
- Speech Communication and Rhetoric

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.

