

IMC 456: Advanced IMC Campaign Development School of Journalism and New Media

The course provides students with an opportunity to develop and demonstrate their IMC campaign development skills. Students will work as a creative agency team to develop and pitch a comprehensive integrated marketing campaign for a national client. Over the course of the semester, students must research, analyze, create, and plan branded content in response to the client brief.

3 Credits

Prerequisites

- Jour 273: Creative Visual Thinking
- IMC 390: Advanced Writing: Integrated Marketing
- IMC 391: Public Relations
- IMC 304: Account Planning
- IMC 404: Integrated Marketing Comm Research
- Instructor Approval Required

Instruction Type(s)

Lecture: Lecture for IMC 456

Subject Areas

Public Relations, Advertising, and Applied Communication

Related Areas

- <u>Advertising</u>
- International and Intercultural Communication
- Public Relations, Advertising, and Applied Communication, Other
- <u>Public Relations/Image Management</u>
- <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.

