

## Academics

[Overview](#)[Calendar](#)[Regulations](#)[Services](#)[Programs](#)[Minors](#)[Courses](#)[Faculty](#)

## Course Index

[A](#)[B](#)[C](#)[D](#)[E](#)[F](#)[G](#)[H](#)[I](#)[J](#)[K](#)[L](#)[M](#)[N](#)[O](#)[P](#)[R](#)[S](#)[T](#)[U](#)[V](#)[W](#)

- [IMC 100: Ideas in IMC](#)
- [IMC 104: Introduction to Integrated Marketing Com](#)
- [IMC 205: Writing for Integrated Marketing Comm](#)
- [IMC 301: From Student to Professional](#)
- [IMC 303: Media Planning](#)
- [IMC 304: Account Planning](#)
- [IMC 305: Visual Communication](#)
- [IMC 306: Digital Marketing Communication](#)
- [IMC 307: Creating Digital Media Platforms](#)
- [IMC 308: Social Media Content Creation](#)
- [IMC 309: Introduction to Video Storytelling](#)
- [IMC 314: Fashion Promotion and Media](#)
- [IMC 315: Fashion Merchandising](#)
- [IMC 320: Event Planning](#)
- [IMC 325: Data Literacy](#)



- [IMC 349: 3-D Modeling](#)
- [IMC 351: Topics in IMC I](#)
- [IMC 352: Topics in IMC II](#)
- [IMC 353: Topics in IMC III](#)
- [IMC 354: Nonprofit Marketing Communications](#)
- [IMC 356: Digital Sales Experience](#)
- [IMC 357: Global Brands](#)
- [IMC 361: IMC Explorations I](#)
- [IMC 362: IMC Explorations II](#)
- [IMC 376: Commercial Photography](#)
- [IMC 390: Advanced Writing: Integrated Marketing](#)
- [IMC 391: Public Relations](#)
- [IMC 395: IMC Internship I](#)
- [IMC 404: Integrated Marketing Comm Research](#)
- [IMC 406: Digital Media Applications](#)
- [IMC 430: The Agency Class](#)
- [IMC 455: Integrated Marketing Communications](#)
- [IMC 456: Advanced IMC Campaign Development](#)
- [IMC 491: Public Relations Techniques](#)
- [IMC 492: Public Relations Case Problems](#)
- [IMC 495: IMC Internship II](#)
- [IMC 496: Honors Thesis Research](#)
- [IMC 497: IMC Honors Thesis 1](#)
- [IMC 498: IMC Honors Thesis 2](#)
- [IMC 499: Directed Study](#)
- [IMC 501: Principles of Integrated Marketing Comm](#)
- [IMC 509: Special Problems in IMC](#)
- [IMC 512: Content Marketing](#)
- [IMC 521: Design and Visual Thinking](#)
- [IMC 524: Designing Interactivity](#)
- [IMC 526: Motion Graphics](#)
- [IMC 528: Digital Video Marketing](#)
- [IMC 531: Consumer Research and Insights](#)
- [IMC 541: Consumer Behavior/Target Behavior](#)
- [IMC 546: International and Multicultural IMC](#)
- [IMC 551: Brand and Relationship Strategies](#)
- [IMC 552: Advanced Media Strategy and Analysis](#)
- [IMC 553: Strategic Communication Planning](#)
- [IMC 559: Advanced IMC Campaigns](#)
- [IMC 561: Creative Development and Direction](#)
- [IMC 562: Crisis Communication](#)
- [IMC 563: Reputation Management](#)
- [IMC 572: Direct and Database Marketing](#)
- [IMC 580: Topics in IMC II](#)
- [IMC 584: Collegiate Sports Promotion](#)
- [IMC 585: Health Communication](#)
- [IMC 586: Foundations of Sports](#)
- [IMC 587: Sports Promotion](#)
- [IMC 591: IMC Explorations I](#)
- [IMC 592: IMC Explorations II](#)
- [IMC 599: Graduate Directed Study](#)
- [IMC 608: Theory of Event Planning & Management](#)
- [IMC 668: Advanced Event Planning and Management](#)
- [IMC 682: Nonprofit Marketing Communications](#)
- [IMC 695: Communication Internship](#)

