

## School of Journalism and New Media

Overview

**Academics & Admissions** 

**Programs** 

**Minors** 

Courses

Faculty

**Awards** 

## Courses

## **School of Journalism and New Media**

- 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: Foundation of Event Planning & Managment
- IMC 668: Advanced Event Planning and Management
- IMC 682: Nonprofit Marketing Communications
- IMC 695: Communication Internship
- Jour 100: Ideas in Journalism
- Jour 101: Media, News & Audience
- Jour 102: Introduction to Multimedia Writing
- Jour 103: Visual Media Principles
- Jour 270: Digital Story Production
- · Jour 271: Information Gathering
- Jour 272: Broadcast Newswriting and Reporting
- Jour 273: Creative Visual Thinking
- · Jour 301: History of Mass Media
- · Jour 310: Social Media in Society
- Jour 330: Media Performance
- · Jour 345: Digital Media Diversity
- Jour 350: Topics in Journalism I
- Jour 351: Topics in Journalism I
- Jour 352: Topics in Journalism II
- Jour 353: Topics in Journalism III • Jour 355: Broadcast Studio Production I
- Jour 361: Journalism Explorations I
- Jour 362: Journalism Explorations II
- · Jour 365: Sports Media and Reporting
- Jour 366: Sports Writing
- Jour 367: Drone Storytelling
- Jour 369: Media Law & Ethics
- · Jour 370: Audio Stories and Podcasting
- Jour 371: Communications Law
- Jour 372: Sports Announcing
- Jour 373: Designing Media
- Jour 374: Sports Photography
- Jour 375: Photojournalism
- Jour 377: Advanced Reporting
- Jour 378: Television Reporting
- Jour 379: Editing
- Jour 380: Advanced Broadcast Relations
- Jour 381: Newspaper Management
- Jour 383: Advertising Layout and Design



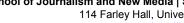


- Jour 386: Media Sales
- Jour 388: Media Management
- Jour 389: Magazine Editing
- Jour 395: Journalism Internship
- Jour 399: School Publications
- Jour 400: International Journalism
- Jour 401: Magazine Service Journalism
- Jour 403: Advanced Photojournalism
- Jour 444: Investigating Criminal Justice
- Jour 456: Journalism Innovation
- · Jour 472: Magazine and Feature Writing
- Jour 473: Writing with Voice
- Jour 474: Cultural Reporting and Criticism
- · Jour 475: Editorial and Opinion Writing
- Jour 477: Specialized Reporting
- · Jour 479: Applied Video Storytelling
- Jour 480: Advanced Broadcast Reporting
- Jour 495: Journalism Practicum
- Jour 496: Jour Honors Thesis Research
- Jour 497: Jour Honors Thesis I
- Jour 498: Jour Honors Thesis 2 Jour 499: Directed Study
- Jour 501: Magazine Service Journalism Publishing
- Jour 513: The Press and the Changing South
- Jour 542: Peace Journalism
- Jour 551: Research in Mass Communications
- Jour 552: Seminar in Mass Communication Theory
- Jour 553: Service Journalism Management
- Jour 571: Communications Law
- Jour 572: History of Mass Media
- · Jour 573: Mass Comm, Technology, and Society
- Jour 574: Public Opinion and the Mass Media
- · Jour 575: Mass Media Ethics and Social Issues
- Jour 576: Documentary and Social Issues
- Jour 577: Depth Reporting
- Jour 578: Television Documentary Reporting
- Jour 580: Topics in Journalism II
- Jour 585: Health Communication
- Jour 589: Sports Television Production
- Jour 590: Multimedia Storytelling I
- Jour 591: Journalism Explorations I
- Jour 592: Journalism Explorations II
- Jour 599: Directed Study
- Jour 610: Multimedia Storytelling II
- Jour 653: Problems in Public Opinion
- Jour 654: Seminar in Communications Law
- Jour 655: Seminar in History of Mass Media
- Jour 664: Journalism Practices and Ethics
- Jour 668: Narrative Journalism
- Jour 680: Advanced Topics in Journalism
- Jour 695: Communication Internship
- Jour 697: Thesis
- MCOM 100: Media Literacy
- MCOM 200: Media & Communication Theory I
- MCOM 205: Listening Intelligence
- MCOM 328: Typeface Design
- MCOM 340: Global Media Systems
- MCOM 341: Persuasion
- MCOM 395: Internship in Media and Communication





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- MCOM 441: Mass Media Effects
- MCOM 480: Media and Communication Capstone
- MCOM 571: Internet and Mobile Media
- MCOM 573: Media Leadership

## **Journalism Instruction**

• Jour 302: Talbert Fellows Seminar

