

# IMC 308: Social Media Content Creation

## [School of Journalism and New Media](#)

This course focuses on using social media to engage with audience using multimedia content. Students will learn how to create graphics, animate, and edit engaging multimedia projects using post-production software.

3 Credits

### Prerequisites

- [Jour 310: Social Media in Society](#)
- Pre-Requisite: 24 Earned Hours
- Prerequisite: School of Journalism and New Media students only.

### Instruction Type(s)

- Lecture: Lecture for IMC 308
- Lecture: Web-based Lecture for IMC 308

### Course Fee(s)

**Journalism 9**

- \$85.00

### Online, Internet, or Web-based

Students may be required to pay additional fees to an outside vendor for identity verification prior to a proctored assessment.

- \$100.00 per 3 Semester Credit Hours

### Subject Areas

- [Communication, General](#)

### Related Areas

- [Communication and Media Studies, Other](#)
- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

