

IMC 455: Integrated Marketing Communications School of Journalism and New Media

A capstone course involving tactical application of IMC skills and disciplines, and to develop team-building skills. Alternative and competing IMC campaigns will be presented and judged by both professor and client.

3 Credits

Prerequisites

- IMC 404: Integrated Marketing Comm Research (Minimum grade: C)
- Jour 273: Creative Visual Thinking (Minimum grade: C)
- IMC 391: Public Relations (Minimum grade: C)
- IMC 304: Account Planning (Minimum grade: C)
- IMC 390: Advanced Writing: Integrated Marketing (Minimum grade: C)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for IMC 455
- Lecture: Compressed Video for IMC 455
- Lecture: In-Country Program for IMC 455
- Lecture: Web-based Lecture for IMC 455

Subject Areas

- Mass Communication/ Media Studies
- <u>Communication</u>, <u>General</u>

Related Areas

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.

