

# IMC 561: Creative Development and Direction School of Journalism and New Media

This course covers - from start to finish - the many facets of IMC creative development and management, all of which are combinations of both right and leftbrain thinking.

3 Credits

### **Prerequisites**

- IMC 501: Principles of Integrated Marketing Comm
- Prerequisite requirements for this course may also be satisfied by consent of instructor.

## Instruction Type(s)

- Lecture: Lecture for IMC 561
- Lecture: Compressed Video for IMC 561
- Lecture: Web-based Lecture for IMC 561
- Lecture: Online Program for IMC 561

### Subject Areas

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

