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

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.

https://catalog.olemiss.edu/2025/fall/undergraduate/journalism/courses Saturday, July 13, 2024 at 4:24:13 pm CDT
• 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 & Management
• IMC 668: Advanced Event Planning and Management
• IMC 582: Nonprofit Marketing Communications
• IMC 595: 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
• 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