School of Journalism and New Media

Overview
Academics & Admissions
Programs
Minors
Courses
Faculty
Awards

Courses

IMC 100: Ideas in IMC
IMC 104: Introduction to Integrated Marketing Comm
IMC 205: Writing for Integrated Marketing Comm
IMC 301: From Student to Professional
IMC 304: Account Planning
IMC 305: Visual Communication
IMC 306: Internet 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 355: Persuasion
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 473: Motion Graphics
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 I
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 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 571: Internet and Mobile Media
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
Jour 100: Ideas in Journalism
Jour 101: Media, News & Audience
Jour 102: Introduction to Multimedia Writing
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 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 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
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- Jour 473: Writing with Voice
- Jour 474: Cultural Reporting and Criticism
- Jour 475: Editorial and Opinion Writing
- Jour 477: Specialized Reporting
- 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 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 588: Sports Media and Reporting
- Jour 589: Sports Television Production
- Jour 590: Multimedia Storytelling I
- Jour 591: Journalism Explorations I
- Jour 592: Journalism Explorations II
- Jour 599: Media Problems
- Jour 610: Multimedia Storytelling II
- Jour 651: Research in Mass Communications
- Jour 652: Seminar in Mass Communication Theory
- 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 697: Thesis

Journalism Instruction
- IMC 573: Media Leadership
- Jour 103: Visual Media Principles
- Jour 270: Digital Story Production
- Jour 479: Applied Video Storytelling