Courses

**School of Journalism and New Media**

- IMC 100: Ideas in IMC
- IMC 104: Introduction to Integrated Marketing Communication
- IMC 205: Writing for Integrated Marketing Communication
- 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 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 Communication
- IMC 391: Public Relations
- IMC 395: IMC Internship I
- IMC 404: Integrated Marketing Communication 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 1
- IMC 498: IMC Honors Thesis 2
- IMC 499: Directed Study
- IMC 501: Principles of Integrated Marketing Communication
- 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
IMC 695: Communication Internship
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 II
Jour 352: Topics in Journalism III
Jour 355: Broadcast Studio Production I
Jour 361: Journalism Explorations I
Jour 362: Journalism Explorations II
Jour 367: Drone Storytelling
Jour 368: Peace Journalism
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 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 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 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 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  

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