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: 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 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 380: 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 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
- 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 571: Internet and Mobile Media  
IMC 572: Direct and Database Marketing  
IMC 573: Media Leadership  
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 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 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