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 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 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

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• 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 582: Crisis Communication
• IMC 583: 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 608: Foundation of Event Planning & Management
• IMC 668: Advanced Event Planning and Management
• IMC 582: Nonprofit Marketing Communications
• 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 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
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