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 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
• 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 435: 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 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 582: Crisis Communication
- IMC 583: 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
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https://catalog.olemiss.edu/2023/fall/undergraduate/journalism/courses