School of Journalism and New Media

Overview
Academics & Admissions
Programs
Minors
Courses
Faculty
Awards

Courses
- IMC 104: Introduction to Integrated Marketing Communica
- IMC 205: Writing for Integrated Marketing Communica
- 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 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 1
- IMC 498: IMC Honors Thesis 2
- IMC 499: Directed Study
- IMC 501: Principles of Integrated Marketing Communica
- 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 101: Introduction to Mass Communication
- Jour 102: Introduction to Multimedia Writing
- Jour 271: News Reporting
- 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 370: 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
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https://catalog.olemiss.edu/2020/fall/undergraduate/journalism/courses