School of Journalism and New Media

Overview
Academics & Admissions
Programs
Minors
Courses
Faculty
Awards

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
- 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 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 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 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 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 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

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master’s, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.
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**Journalism Instruction**

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