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 Communications
- IMC 205: Writing for Integrated Marketing Communications
- 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 357: Global Brands
- IMC 361: IMC Explorations I
- IMC 362: IMC Explorations II
- IMC 376: Commercial Photography
- IMC 390: Advanced Writing: Integrated Marketing Communications
- IMC 391: Public Relations
- IMC 395: IMC Internship I
- IMC 404: Integrated Marketing Communications
- 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 Communications
- 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: 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 I
Jour 353: Topics in Journalism III
Jour 355: Broadcast Studio Production I
Jour 361: Journalism Explorations I
Jour 362: Journalism Explorations II
Jour 369: Media Law & Ethics
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 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

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• 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
• 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 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 588: Sports Media and Reporting
• Jour 589: Sports Television Production
• Jour 590: Multimedia Storytelling I
• Jour 591: Journalism Explorations I
• Jour 592: Journalism Explorations II
• Jour 599: Media Problems
• Jour 610: Multimedia Storytelling II
• Jour 651: Research in Mass Communications
• Jour 652: Seminar in Mass Communication Theory
• 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 697: Thesis

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