

## **IMC 308: Social Media Content Creation**

### **School of Journalism and New Media**

This course focuses on using social media to engage with audience using multimedia content. Students will learn how to create graphics, animate, and edit engaging multimedia projects using post-production software.

3 Credits

#### **Prerequisites**

- [Jour 310: Social Media in Society](#)
- Pre-Requisite: 24 Earned Hours
- Prerequisite: School of Journalism and New Media students only.

#### **Instruction Type(s)**

- Lecture: Lecture for IMC 308
- Lecture: Web-based Lecture for IMC 308

#### **Course Fee(s)**

##### **Journalism 9**

- \$85.00

#### **Online, Internet, or Web-based**

Students may be required to pay additional fees to an outside vendor for identity verification prior to a proctored assessment.

- \$100.00 per 3 Semester Credit Hours

#### **Subject Areas**

- [Communication, General](#)

#### **Related Areas**

- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

