IMC 309: Introduction to Video Storytelling  
School of Journalism and New Media  
This course provides basic instruction in video acquisition and editing. The course will focus on the use of video specifically for IMC purposes, including storytelling techniques, desired outcomes, theories, etc., that come into play when you are communicating a particular point of view.  
3 Credits  
Prerequisites  
- Integrated Marketing Communication or Journalism Majors Only  
- Prerequisite: IMC 205 or Jour 102  

Instruction Type(s)  
- Lecture: Lecture for IMC 309  

Subject Areas  
- Communication, General  

Related Areas  
- Mass Communication/ Media Studies  
- Speech Communication and Rhetoric