IMC 390: Advanced Writing: Integrated Marketing

School of Journalism and New Media

Types of advertising; concepts of creativity, copy structure, and style; emphasis on creative thinking and clear, precise writing in preparation of advertising for print and broadcast media and copy for presentations and direct mail.

3 Credits

Prerequisites

- IMC 205: Writing for Integrated Marketing Comm (Minimum grade: C)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for IMC 390
- Lecture: Compressed Video for IMC 390
- Lecture: Web-based Lecture for IMC 390

Course Fee(s)

Journalism 3

- $40.00

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

- Advertising
- Public Relations, Advertising, and Applied Communication

Related Areas

- Public Relations, Advertising, and Applied Communication, Other
- Public Relations/Image Management
- Technical and Scientific Communication

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.