

IMC 504: Creative Development and Direction

SCHOOL OF JOURNALISM & NEW MEDIA

This course covers - from start to finish - the many facets of IMC creative development and management, all of which are combinations of both right and left-brain thinking.

3 Credits

Prerequisites

- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.

Instruction Type(s)

- Lecture: Lecture for IMC 504
- Lecture: Compressed Video for IMC 504

Subject Areas

- [Journalism](#)

Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

