

IMC 555: Integrated Marketing Communications MEEK SCHOOL OF JOURNALISM & NEW MEDIA

A capstone course involving tactical application of IMC skills and disciplines, and to develop team-building skills. Alternative and competing IMC campaigns will be presented and judged by both professor and client.

3 Credits

Prerequisites

- IMC 404: Integrated Marketing Comm Research (Minimum grade: C)
- Jour 391: Public Relations \$target.descriptions.MinimumGrade\$
- IMC 304: Account Planning \$target.descriptions.MinimumGrade\$
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for IMC 555
- Lecture: Compressed Video for IMC 555

Subject Areas

- Mass Communication/ Media Studies
- <u>Communication</u>, <u>General</u>

Related Areas

- Communication and Media Studies, Other
- Speech Communication and Rhetoric

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.

