

# IMC 306: Internet Marketing Communication MEEK SCHOOL OF JOURNALISM & NEW MEDIA

A detailed survey of marketing communications online applications, e.g., the website as a basic marketing platform, search engine optimization, digital promotions, email and social media marketing.

3 Credits

#### **Prerequisites**

- IMC 205: Writing for Integrated Marketing Comm (Minimum grade: C)
- IMC 204: Introduction to Integrated Marketing Com (Minimum grade: C)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

## Instruction Type(s)

- Lecture/Lab: Lecture/Lab for IMC 306
- Lecture/Lab: Compressed Video for IMC 306
- Lecture/Lab: Web-based Lecture/Lab for IMC 306

## Subject Areas

Journalism

### **Related Areas**

- Broadcast Journalism
- Journalism, Other
- Photojournalism

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.

