

# IMC 355: Persuasion MEEK SCHOOL OF JOURNALISM & NEW MEDIA

This course is designed to expose students to a social science approach to persuasion theories with a view toward their application in integrated marketing communications.

3 Credits

### Prerequisites

- IMC 204: Introduction to Integrated Marketing Com \$target.descriptions.MinimumGrade\$
- IMC 205: Writing for Integrated Marketing Comm \$target.descriptions.MinimumGrade\$
- Junior Standing Required

### Instruction Type(s)

Lecture: Lecture for IMC 355

#### Subject Areas

Journalism

## **Related Areas**

- Broadcast Journalism
- Journalism, Other
- <u>Photojournalism</u>

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.

