

Journalism

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- [IMC 307: Creating Digital Media Platforms](#)
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- [IMC 404: Integrated Marketing Comm Research](#)
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- [IMC 504: Creative Development and Direction](#)
- [IMC 505: Internet and Mobile Media](#)
- [IMC 507: Direct and Database Marketing](#)
- [IMC 508: Advanced Media Strategy and Analysis](#)
- [IMC 509: Special Problems in IMC](#)
- [IMC 556: Multicultural Marketing Communication](#)
- [IMC 557: Brand and Relationship Strategies](#)
- [IMC 573: Media Leadership](#)
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- [IMC 601: Advanced Account Planning](#)
- [IMC 602: Design and Visual Thinking](#)
- [IMC 692: Reputation Management](#)
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