

# IMC 601: Advanced Account Planning School of Journalism and New Media

Presents principles and practices of the account planning process to develop skills, insights, and strategies to use in different methods of influencing consumers' behavior.

3 Credits

### Prerequisites

• Must have completed undergraduate IMC core or have permission of instructor.

## Instruction Type(s)

- Lecture: Lecture for IMC 553
- Lecture: Compressed Video for IMC 601

#### Subject Areas

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

## **Related Areas**

- <u>Communication and Media Studies, Other</u>
- 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.

