

# School of Journalism and New Media

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## Courses

### [School of Journalism and New Media](#)

- [IMC 100: Ideas in IMC](#)
- [IMC 104: Introduction to Integrated Marketing Com](#)
- [IMC 205: Writing for Integrated Marketing Comm](#)
- [IMC 301: From Student to Professional](#)
- [IMC 303: Media Planning](#)
- [IMC 304: Account Planning](#)
- [IMC 305: Visual Communication](#)
- [IMC 306: Digital Marketing Communication](#)
- [IMC 307: Creating Digital Media Platforms](#)
- [IMC 308: Social Media Content Creation](#)
- [IMC 309: Introduction to Video Storytelling](#)
- [IMC 314: Fashion Promotion and Media](#)
- [IMC 315: Fashion Merchandising](#)
- [IMC 320: Event Planning](#)
- [IMC 325: Data Literacy](#)
- [IMC 349: 3-D Modeling](#)
- [IMC 351: Topics in IMC I](#)
- [IMC 352: Topics in IMC II](#)
- [IMC 353: Topics in IMC III](#)
- [IMC 354: Nonprofit Marketing Communications](#)
- [IMC 355: Persuasion](#)
- [IMC 356: Digital Sales Experience](#)
- [IMC 357: Global Brands](#)
- [IMC 361: IMC Explorations I](#)
- [IMC 362: IMC Explorations II](#)
- [IMC 376: Commercial Photography](#)
- [IMC 390: Advanced Writing: Integrated Marketing](#)
- [IMC 391: Public Relations](#)
- [IMC 395: IMC Internship I](#)
- [IMC 404: Integrated Marketing Comm Research](#)
- [IMC 406: Digital Media Applications](#)
- [IMC 430: The Agency Class](#)
- [IMC 455: Integrated Marketing Communications](#)
- [IMC 456: Advanced IMC Campaign Development](#)
- [IMC 491: Public Relations Techniques](#)
- [IMC 492: Public Relations Case Problems](#)
- [IMC 495: IMC Internship II](#)
- [IMC 496: Honors Thesis Research](#)
- [IMC 497: IMC Honors Thesis 1](#)
- [IMC 498: IMC Honors Thesis 2](#)
- [IMC 499: Directed Study](#)
- [IMC 501: Principles of Integrated Marketing Comm](#)
- [IMC 509: Special Problems in IMC](#)
- [IMC 512: Content Marketing](#)
- [IMC 521: Design and Visual Thinking](#)
- [IMC 524: Designing Interactivity](#)



- [IMC 526: Motion Graphics](#)
- [IMC 528: Digital Video Marketing](#)
- [IMC 531: Consumer Research and Insights](#)
- [IMC 541: Consumer Behavior/Target Behavior](#)
- [IMC 546: International and Multicultural IMC](#)
- [IMC 551: Brand and Relationship Strategies](#)
- [IMC 552: Advanced Media Strategy and Analysis](#)
- [IMC 553: Strategic Communication Planning](#)
- [IMC 559: Advanced IMC Campaigns](#)
- [IMC 561: Creative Development and Direction](#)
- [IMC 562: Crisis Communication](#)
- [IMC 563: Reputation Management](#)
- [IMC 571: Internet and Mobile Media](#)
- [IMC 572: Direct and Database Marketing](#)
- [IMC 573: Media Leadership](#)
- [IMC 580: Topics in IMC II](#)
- [IMC 584: Collegiate Sports Promotion](#)
- [IMC 585: Health Communication](#)
- [IMC 586: Foundations of Sports](#)
- [IMC 587: Sports Promotion](#)
- [IMC 591: IMC Explorations I](#)
- [IMC 592: IMC Explorations II](#)
- [IMC 599: Graduate Directed Study](#)
- [IMC 608: Foundation of Event Planning & Management](#)
- [IMC 668: Advanced Event Planning and Management](#)
- [IMC 682: Nonprofit Marketing Communications](#)
- [IMC 695: Communication Internship](#)
- [Jour 100: Ideas in Journalism](#)
- [Jour 101: Media, News & Audience](#)
- [Jour 102: Introduction to Multimedia Writing](#)
- [Jour 103: Visual Media Principles](#)
- [Jour 270: Digital Story Production](#)
- [Jour 271: Information Gathering](#)
- [Jour 272: Broadcast Newswriting and Reporting](#)
- [Jour 273: Creative Visual Thinking](#)
- [Jour 301: History of Mass Media](#)
- [Jour 310: Social Media in Society](#)
- [Jour 330: Media Performance](#)
- [Jour 345: Digital Media Diversity](#)
- [Jour 350: Topics in Journalism I](#)
- [Jour 351: Topics in Journalism I](#)
- [Jour 352: Topics in Journalism II](#)
- [Jour 353: Topics in Journalism III](#)
- [Jour 355: Broadcast Studio Production I](#)
- [Jour 361: Journalism Explorations I](#)
- [Jour 362: Journalism Explorations II](#)
- [Jour 365: Sports Media and Reporting](#)
- [Jour 366: Sports Writing](#)
- [Jour 367: Drone Storytelling](#)
- [Jour 369: Media Law & Ethics](#)
- [Jour 370: Audio Stories and Podcasting](#)
- [Jour 371: Communications Law](#)
- [Jour 372: Sports Announcing](#)
- [Jour 373: Designing Media](#)
- [Jour 374: Sports Photography](#)
- [Jour 375: Photojournalism](#)
- [Jour 377: Advanced Reporting](#)
- [Jour 378: Television Reporting](#)
- [Jour 379: Editing](#)



- [Jour 380: Advanced Broadcast Relations](#)
- [Jour 381: Newspaper Management](#)
- [Jour 383: Advertising Layout and Design](#)
- [Jour 386: Media Sales](#)
- [Jour 388: Media Management](#)
- [Jour 389: Magazine Editing](#)
- [Jour 395: Journalism Internship](#)
- [Jour 399: School Publications](#)
- [Jour 400: International Journalism](#)
- [Jour 401: Magazine Service Journalism](#)
- [Jour 403: Advanced Photojournalism](#)
- [Jour 444: Investigating Criminal Justice](#)
- [Jour 456: Journalism Innovation](#)
- [Jour 472: Magazine and Feature Writing](#)
- [Jour 473: Writing with Voice](#)
- [Jour 474: Cultural Reporting and Criticism](#)
- [Jour 475: Editorial and Opinion Writing](#)
- [Jour 477: Specialized Reporting](#)
- [Jour 479: Applied Video Storytelling](#)
- [Jour 480: Advanced Broadcast Reporting](#)
- [Jour 495: Journalism Practicum](#)
- [Jour 496: Jour Honors Thesis Research](#)
- [Jour 497: Jour Honors Thesis I](#)
- [Jour 498: Jour Honors Thesis 2](#)
- [Jour 499: Directed Study](#)
- [Jour 501: Magazine Service Journalism Publishing](#)
- [Jour 513: The Press and the Changing South](#)
- [Jour 542: Peace Journalism](#)
- [Jour 551: Research in Mass Communications](#)
- [Jour 552: Seminar in Mass Communication Theory](#)
- [Jour 553: Service Journalism Management](#)
- [Jour 571: Communications Law](#)
- [Jour 572: History of Mass Media](#)
- [Jour 573: Mass Comm. Technology, and Society](#)
- [Jour 574: Public Opinion and the Mass Media](#)
- [Jour 575: Mass Media Ethics and Social Issues](#)
- [Jour 576: Documentary and Social Issues](#)
- [Jour 577: Depth Reporting](#)
- [Jour 578: Television Documentary Reporting](#)
- [Jour 580: Topics in Journalism II](#)
- [Jour 585: Health Communication](#)
- [Jour 589: Sports Television Production](#)
- [Jour 590: Multimedia Storytelling I](#)
- [Jour 591: Journalism Explorations I](#)
- [Jour 592: Journalism Explorations II](#)
- [Jour 599: Directed Study](#)
- [Jour 610: Multimedia Storytelling II](#)
- [Jour 653: Problems in Public Opinion](#)
- [Jour 654: Seminar in Communications Law](#)
- [Jour 655: Seminar in History of Mass Media](#)
- [Jour 664: Journalism Practices and Ethics](#)
- [Jour 668: Narrative Journalism](#)
- [Jour 680: Advanced Topics in Journalism](#)
- [Jour 695: Communication Internship](#)
- [Jour 697: Thesis](#)
- [MCOM 100: Media Literacy](#)
- [MCOM 200: Media & Communication Theory I](#)
- [MCOM 205: Listening Intelligence](#)
- [MCOM 328: Typeface Design](#)



- [MCOM 340: Global Media Systems](#)
- [MCOM 395: Internship in Media and Communication](#)
- [MCOM 441: Mass Media Effects](#)
- [MCOM 480: Media and Communication Capstone](#)

#### **Journalism Instruction**

- [Jour 302: Talbert Fellows Seminar](#)

