

IMC 205: Writing for Integrated Marketing Comm School of Journalism and New Media

This course focuses on developing students' skills in accurate, forceful, vivid and persuasive writing to advance a variety of IMC strategies. Course may be repeated only once. This course is only available to students with majors in the School of Journalism and New Media or School of Business Administration.

3 Credits

Prerequisites

- Course may be repeated only once.
- School of Journalism or School of Business Majors Only
- Engl 101 or Hon 101 or Writ 100 or Writ 101
- Engl 102 or Liba 102 or Hon 102 or Writ 102

Instruction Type(s)

- Lecture: Lecture for IMC 205
- Lecture: Compressed Video for IMC 205
- Lecture: Web-based Lecture for IMC 205

Course Fee(s) Journalism 3

• \$40.00

Online, Internet, or Web-based

Students may be required to pay additional fees to an outside vendor for identity verification prior to a proctored assessment.

• \$100.00 per 3 Semester Credit Hours

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.

