



IMC 104

IMC 104: INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION

Introduces the basic disciplines of IMC: advertising, sales promotion, public relations, direct marketing, database marketing, internet marketing communication, and relationship marketing. **R.J. Morgan, Ph.D.**



IMC 304

IMC 304: ACCOUNT PLANNING

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



IMC 306

IMC 306: INTERNET MARKETING COMMUNICATION

A detailed survey of marketing communication online applications, e.g., the website as a basic marketing platform, search engine optimization, digital promotions, email and social media marketing. **Claire Nelson Hicks**



IMC 584

IMC 584: COLLEGIATE SPORTS PROMOTION

This course will cover emerging issues or specialized content about integrated marketing communications. If you dream of a career in the sports industry, this class is your springboard to understanding the opportunities in college and professional sports taught by a sports industry executive with 35 years of experience representing athletes, professional leagues, and elite corporate sponsors, such as Nike, Gatorade, and Academy Sports. You will meet virtually or in person with Ole Miss Athletics executives, agents for stars like Peyton Manning and Tiger Woods, college football insiders like Brett McMurphy, social media leaders in these fields. **Scott Allen Pederson**



IMC
391

IMC 391: PUBLIC RELATIONS

An introduction to the skills, theories, techniques, ethics, and goals of the public relations professions, emphasizing the role and importance of journalism skills in public relations communications. This class will include an industry-focused digital text that covers the latest trends and practices in public relations. The course bundle will also include a Mimic Public Relations simulation offering hands-on experiences with professional public relations activities in a fictitious scenario in which they take on the role of account manager. **Deborah Woodrick Hall**



IMC
404

IMC 404: INTEGRATED MARKETING COMMUNICATIONS RESEARCH

Theory and practice of qualitative and quantitative research applied to multiple marketing and communications challenges and tasks. **Robert Magee, Ph.D.**



IMC
491

IMC 491: PUBLIC RELATIONS TECHNIQUE

Practical analysis and development of specialized communication approaches to achieve specific objectives on behalf of a client. Application of public relations techniques inside and outside the classroom. The course includes a remote internship component so students can complete it from home. This is critical for graduating seniors who need internship experiences to add to their resumes, or perhaps only one internship. Employers are saying that the most successful job candidates from college have had multiple internships. This is a great way to knock that out over two weeks. Students will also be working on comprehensive individual class project/work samples for their digital portfolios. **Amanda Sams Bradshaw, Ph.D.**





JOUR 101

JOUR 101: MEDIA, NEWS & AUDIENCE

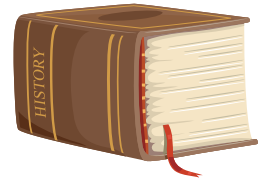
Using the book "Living in a Media World," students will participate in a short Winter Writing Retreat. They will learn about the history of media, envision the future of it, and will be asked to complete writing assignments that explore how they influence and are influenced by our media world. While the course is usually a semester long, students can complete it quickly during the intersession. It is an introduction to various facets of communication, from news media to marketing, advertising, public relations, and social media. **LaReeca Rucker**



JOUR 301

JOUR 301: HISTORY OF MASS MEDIA

Growth and development of the mass media and their role as participants in and chroniclers of U.S. history. Attention to ideological, political, technological, economic, and cultural factors. **Kathleen Wickham, Ed.D.**



JOUR 310

JOUR 310: SOCIAL MEDIA IN SOCIETY

This class takes a critical approach to understanding the relationship between society and social media. The course will explore the development of social media by situating them in broader social, political, historical, and business contexts. We will examine how the emergence of social media technologies are discussed, the ethical and legal challenges surrounding these technologies, and how social media affect various aspects of our lives, including our social relationships, identity, privacy and work. **Brad Conaway**

