

MAY INTERSESSION 2017					
Course Code	Title	Instructor	Day(s)	Time	Description
IMC 204	Introduction to Integrated Marketing Communications	Scott Fiene	Web	Web	Introduces the basic disciplines of IMC: advertising sales, promotion, public relations, direct marketing, database marketing, Internet marketing communication and relationship marketing.
IMC 306	Internet Marketing	Jennifer Sadler	M-F	8 AM-11:30 AM	A detailed survey of marketing communications, online applications, e.g., the website as a basic marketing platform, search engine optimization, digital promotions, email, and social media marketing.
IMC 349	3-D Modeling (&Augmented Reality)	Darren Sanefski	M-F	8 AM-11:30 AM	Students will understand the functioning of 3D tools and be able to apply these to the creation of 3D models. Apply textures, lighting, and effects to a 3D object. Select the appropriate renderer, and render a 3D model. Create animation of a digitally modeled item. Insert animation of 3D Model into an augmented reality
IMC 353	Top Global Brands	Leslie Westbrook	M-F	1 PM-4:30 PM	Global Brands: What makes a brand successful? How do some brands revolutionize a category and stay on top...while others fail?
IMC 362	Selling in IMC	Joe George	M-F	1 PM-4:30 PM	This course will focus on identifying the real problems in a sales situation and review how to bring the right skills to bear on those problems at the right time. In other words, it looks at why people do the things they do and how to use this knowledge to your advantage when placed in a selling situation.

MAY INTERSESSION 2017 (Con't)					
IMC 580	Making Sense of Data	Robert Magee	M-F	8 AM-11:30 AM	This course takes a conceptual approach to applied data analysis in IMC. Most of the learning will take place through hands-on projects. No background in statistics is required. If you understand averages and percentages, then you will be able to analyze relationships.
JOUR 345	Digital Diversity	Mark Dolan	M-F	10 AM-2:30 PM	Explores the origins, theory, and applications of diversity in digital media content and opens pathways among students and instructors to understand digital representations of race, sexuality, gender, disability, ethnicity, and class, underscoring and enlarging historical narratives of communication, the nature of audience and content creators within digital spaces.
Jour 353	Drone Journalism	Ji Heo	M-F	1 PM-4:30 PM	This course will examine how journalists can use drones in a safe and responsible way to craft messages for a mass audience. News stories and content can benefit from the aerial perspectives that drone-mounted cameras can provide. This course will explore the FAA regulations, local regulations, drone operations and techniques, and ethics on using drones.
Jour 361	Radio Production	Dr. Don "Rodney R	M-F		Learn how to sound professional on live radio broadcasts and to produce stronger audio content. For more information, , contact Dr. Debora Wenger, drwenger@olemiss.edu.
Jour 371	Communications Law	Lee Tyner	M-F	1 PM-4:30 PM	Legal rights and responsibilities of journalists and other media practitioners. Attention to Constitutional law and relevant First Amendment cases; FCC and private industry regulation of the Internet; evolving philosophies of intellectual property; libel and privacy issues.
JOUR 580	Study USA--Magazine Making in New York	Samir Husni	M-F		Students will travel to New York and visit various magazines to learn about how magazines are created. INSTRUCTOR APPROVAL REQUIRED.

FULL SUMMER 2017					
Course Code	Title	Instructor	Day(s)	Time	Description
JOUR 500	Journalism Innovation	Alysia Steele	M-TH	10 AM-11:25 AM	Journalism innovation is a capstone class in which students trace, track, understand, and participate in a new media landscape, especially those changes related to the Web and other forms of digital media.
Jour 395/Jour 495	Journalism Internship	Jennifer A. Simmons			Internship experience in print or electronic news media or related media agencies, such as public relations and advertising.
IMC 395/IMC 495	Journalism Internship	Jennifer A. Simmons			Internship experience in media, such as public relations and advertising.
FIRST SUMMER 2017					
Course Code	Title	Instructor	Day(s)	Time	Description
IMC 204	Introduction to Integrated Marketing Communications	Bobby Steele	M-F	8 AM-9:50 AM	Introduces the basic disciplines of IMC: advertising, sales, promotion, public relations, direct marketing, database marketing, Internet marketing communication, and relationship marketing.
IMC 205	Writing for Integrated Marketing Communication	Mark Dolan	M-F	10 AM-11:50 AM	This course focuses on developing students' skills in accurate, forceful, vivid and persuasive writing to advance a variety of IMC strategies.
Jour 101	Introduction to Mass Communication	Lareeca Rucker	M-F	8 AM-9:50 AM	An introduction to mass media (newspapers, magazines, television, radio, public relations and advertising), the new media and their importance to and impact on modern society.
Jour 273	Creative Visual Thinking	Emily Bowen Moor	M-F	10 AM-11:50 AM	An introduction to communication design. Explores different media and how visual elements are used to communicate. Focus on the vocabulary of effective visual presentation and the analysis of visual messages across media platforms.
Jour 383	Advertising Layout and Design	Debra Novak	Web		Preparation of copy and graphics for advertising layouts.

FIRST SUMMER 2017 (Con't)					
Course Code	Title	Instructor	Day(s)	Time	Description
Jour 491	Public Relations Techniques	Robin Street	M-F	8 AM-9:50 AM	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.
IMC 353	Study USA--	Jennifer Sadler	June 4-June 10		Digital Innovation and Entrepreneurship in Silicon Valley will give students the opportunity to meet with top companies like Google and Facebook while learning about technology and digital marketing. Students will also spend time with entrepreneurs and gain skills and knowledge to potentially start their own businesses.
IMC 390	Advanced Writing: Integrated Marketing	Deborah Hall	M-F	10 AM-11:50 AM	Types of advertising; concepts of creativity, copy structure, and style; emphasis on creative thinking and clear, precise writing in preparation of advertising for print and broadcast media and copy for presentations and direct mail.
IMC 404	Integrated Marketing Research	Robert Magee	M-F	10 AM-11:50 AM	Theory and practice of qualitative and quantitative research applied to multiple marketing and communications challenges and tasks.
IMC 455	Integrated Marketing Communications	Chris Sparks	M-F	10 AM-11:50 AM	A capstone course involving tactical application of IMC skills and disciplines, and to develop team-building skills. Alternative and competing IMC campaigns will be presented and judged by both professor and client.
SECOND SUMMER 2017					
Course Code	Title	Instructor	Day(s)	Time	Description
IMC 204	Introduction to Integrated Marketing Communication	Bobby Steele	M-F	8 AM-9:50 AM	Introduces the basic disciplines of IMC: advertising, sales, promotion, public relations, direct marketing, database marketing, Internet marketing communication, and relationship marketing.

SECOND SUMMER 2017 (Con't)					
Course Code	Title	Instructor	Day(s)	Time	Description
IMC 205	Writing for Integrated Marketing Communication	John Baker	M-F	10 AM-11:50 AM	This course focuses on developing students' skills in accurate, forceful, vivid and persuasive writing to advance a variety of IMC strategies.
IMC 304	Account Planning	Chris Sparks	M-F	10 AM-11:50 AM	Presents principles and practices of the account planning process to develop skills, insights and strategies to use in different methods of influencing consumers' behavior.
IMC 306	Internet Marketing Communication	Jennifer Sadler	Web		A detailed survey of marketing communications, online applications, e.g., the website as a basic marketing platform, search engine optimization, digital promotions, email, and social media marketing.
IMC 390	Advanced Writing: Integrated Marketing	Kristen Swain	M-F	10 AM-11:50 AM	Types of advertising; concepts of creativity, copy structure, and style; emphasis on creative thinking and clear, precise writing in preparation of advertising for print and broadcast media and copy for presentations and direct mail.
IMC 353	Special Topic--Music Promotion	Jason Cain	M-F		In music promotion, students will learn how to apply IMC strategy to marketing musicians in today's industry. Students will learn about the present market environment and how the legacies of major record labels and international music stars have influenced where we are today. Topics including music streaming, contracts, live performance, and royalties will be covered.
Jour 101	Introduction to Mass Communication	Roy Frostenson	M-F	8 AM-9:50 AM	An introduction to mass media (newspapers, magazines, television, radio, public relations and advertising), the new media and their importance to and impact on modern society.
Jour 491	Public Relations Techniques	Robin Street	M-F	8 AM-9:50 AM	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.

SECOND SUMMER 2017 (Con't)					
Course Code	Title	Instructor	Day(s)	Time	Description
Jour 575	Mass Media Ethics and Social Issues	Kathleen Wickham	M-F	10 AM-11:50 AM	Formulation and discussion of professional ethics for journalists. Analysis of social forces affecting media performance.
Jour 575	Mass Media Ethics and Social Issues	Kathleen Wickham	Web		Formulation and discussion of professional ethics for journalists. Analysis of social forces affecting media performance.
August Intersession 2017					
Course Code	Title	Instructor	Day(s)	Time	Description
IMC 204	Introduction to Integrated Marketing Communication	Mike Tonos	Web		Introduces the basic disciplines of IMC: advertising, sales, promotion, public relations, direct marketing, database marketing, Internet marketing communication, and relationship marketing.
Jour 391	Public Relations	Robin Street	M-F	8 AM-11:30 AM	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.
Jour 575	Mass Media Ethics and Social Issues	Joseph Atkins	M-F	1 PM-4:30 PM	Formulation and discussion of professional ethics for journalists. Analysis of social forces affecting media performance.

FALL 2017					
Course Code	Title	Instructor	Day(s)	Time	Description
IMC 353	Thacker Mountain Radio	Kathryn York	T	6 PM-8:30 PM	It's a class, but like an internship. You'll get hands-on experience communicating with musicians, authors, donors, board members, community members and students in a cohesive voice across all communication platforms. Using the Thacker Mountain Radio Hour – a community based arts organization – as a case study, you will develop and employ communication strategies (including working with artists, building funding support, and mobilizing volunteers) to effectively produce and leverage branded events that build audience engagement, create support for artists, and stimulate the creative economy by generating funding for the arts in Mississippi.
IMC 361	Social Media Content Creation	Ji Heo	MWF	8 AM-8:50 AM	This course focuses on using social media to engage with the audience using multimedia content. Students will learn how to create graphics, animate and edit engaging multimedia content using post production software.
IMC 362	Rebel Grade	Mark Burson	W	5 PM-7:30 PM	This course focuses on covering emerging issues in networking, marketing and creating a personal brand and networking to land a job or internship.
IMC 362	TBD--Data Analysis	Jason Cain	TBD	TBD	This course will cover methods and tools to collect data about media use in various channels and analyze it. Some focus will be on online analytics for social media and webpages as well as how to better clean data in Excel and use a statistical package for analysis.
IMC 503	Insights and Measurements	Chris Sparks	MW	3 PM-4:15 PM	This course introduces basic methods for generating and acquiring information and data useful for IMC applications.

FALL 2017 (con't)					
Course Code	Title	Instructor	Day(s)	Time	Description
IMC 557	Brand and Relationship Strategies	Robert Magee	TTH	11 AM-12:15 PM	Focuses on critical thinking and problem solving in choosing the goals and tactics that will enable a firm to grow its business and develop its brand and relationships with key customers. Includes detailed examination of classic brand-building strategies and the ways in which marketers have developed and communicated strategies.
IMC 580	Content Marketing	Samir Husni	TTH	9:30 AM-10:45 AM	This course is designed to enhance students' understanding of what is content marketing; the status of content marketing in today's marketplace; and the relationship between content, marketing, brands, and the different types of media.
IMC 587	Sports Promotion	Stephen Sowers	MWF	9 AM-9:50 AM	This course is designed to expose students to strategies and tactics in integrated marketing communications as they relate to the sports industry.
Jour 591	Gaming and Communication Training	Graham Bodie	TBD	TBD	Organizational training and development is a multi-billion dollar industry. More and more, this industry is turning to technology to help implement best practices for success across a variety of occupations. Communication Skills Training and Assessment provides students with the tools to implement large-scale training and development programs and assess return on organizational investment. In fall 2017, students will work as Account Executives for a company with over 400 employees to develop a gaming environment that delivers training content to the company's sales team. No knowledge of programming is required. For more information, email Dr. Graham Bodie, gbodie@gmail.com .

FALL 2017 (con't)					
Course Code	Title	Instructor	Day(s)	Time	Description
JOUR 345	Digital Diversity	Mark Dolan	MWF	11 AM-11:50 AM	Explores the origins, theory, and applications of diversity in digital media content and opens pathways among students and instructors to understand digital representations of race, sexuality, gender, disability, ethnicity, and class, underscoring and enlarging historical narratives of communication, the nature of audience and content creators within digital spaces.
JOUR 350	Sports Photography	Joshua McCoy	W	5 PM-7:30 PM	This course focuses on what a good sports photograph looks like and how to take the perfect sports photograph.
JOUR 353	Website Creation and Management	Ji Heo	MW	3:30 PM-4:45 PM	This course will explore the basics of website creation and effective content management. Students will learn how to setup, manage, and maintain websites using a Content Management System.
JOUR 355	Broadcast Studio Production (1 credit hour)	Steven Miller	T	8 AM-9:15 AM	Broadcast Studio Production is a hands-on production course focusing on television studio operations and production.
JOUR 386	Media Sales	Roy Frostenson	M	4 PM-6:30 PM	Basic advertising techniques for multimedia, including planning, selling, and servicing clients at the local and national levels.
JOUR 401	Magazine Service Journalism	Samir Husni	TTH	9:30 AM-10:45 AM	Trends in service journalism magazine publishing. Students prepare a prospectus for a new venture, including concept, editorial philosophy, competition, staff, audience, content, and budget.
JOUR 472	Magazine Feature Writing	Curtis Wilkie	TTH	8 AM-9:15 AM	Conceiving, marketing, researching, and writing on deadline articles for newspapers and service journalism publications.
JOUR 472	Magazine Feature Writing	Kathleen Wickham	TTH	TBD	Conceiving, marketing, researching, and writing on deadline articles for newspapers and service journalism publications.
JOUR 491	Public Relations Techniques	Robin Street	T	2:30 PM -5:15 PM	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.

FALL 2017 (con't)					
Course Code	Title	Instructor	Day(s)	Time	Description
JOUR 492	Public Relations Case Problems	Robin Street	TH	4 PM-6:30 PM	Research, decision processes, and program design in addressing public relations problems at the management level. Application of public relations principles and techniques in programs of profit and nonprofit institutions. Role of mass media; ethical considerations.
JOUR 492	Public Relations Case Problems	Robin Street	WEB		Research, decision processes, and program design in addressing public relations problems at the management level. Application of public relations principles and techniques in programs of profit and nonprofit institutions. Role of mass media; ethical considerations.
JOUR 578	Television Documentary Reporting	Nancy Dupont & Deb Wenger	TTH	1 PM-12:15 PM	Development of skills in conceiving, documenting, recording, and presenting information at broadcast standards as mini-documentaries in television newscasts or as 30-minute and 60-minute documentary programs.
JOUR 580	Presidential Elections through the Years	Curtis Wilkie	T	1 PM-3:30PM	This course will focus on presidential elections through the years, how the media covered the elections and the public's perception.
Jour 580	Documentary and Social Issues	Joe Atkins	MWF	10 AM-10:50AM	Journalism 580/Documentary & Social Issues, a new course offered in the Fall 2017 semester, will look at the history of documentary making and its impact on major social issues of the day. From Robert Flaherty's Nanook of the North in 1922 and Leni Riefenstahl's Triumph of the Will in 1935 to Michael Moore's films today, the documentary has brought important issues to the public's attention as well as produced intense controversy. This course explores its central role in our media world past, present, and future.

FALL 2017 (con't)					
Course Code	Title	Instructor	Day(s)	Time	Description
JOUR 590	Multimedia Storytelling	TBD	W	1 PM-3:30PM	This course will teach journalists how to communicate effectively using graphical content, multimedia, and interactive elements. They will learn how to create a deliberate blend of these elements in order to add value to their storytelling. They will acquire new "hard" skills but also cultivate critical "soft skills" -- adjusting their news sensibilities to accommodate an unceasing news cycle and to think of journalism in terms of an ongoing process.