



# Nashville

## IMC 580

Health Promotion And Storytelling

### Details

**Dates:** On campus May 30th – June 9th; in Nashville June 12th-16th; remote June 19th-26th, 2023\*

**Credit Hours:** 3

**Instructors:** Dr. Amanda Bradshaw, Assistant Professor of Integrated Marketing Communication

**Course Fee:** \$1,100 plus tuition

**Application Deadline:** April 6, 2023

### Students will:

- Learn to produce digital content that showcases multimedia storytelling
- Engage in the decision-making process of working with an editorial group
- Become familiar with best practices in health communication
- Analyze current marketing, advertising, and initiatives in healthcare and determine how modifications could produce better results
- Produce a full-length feature magazine based on health promotion efforts in Nashville

### Dates/Location Costs

Students will participate in two weeks of classes on the Oxford campus from May 30th-June 9th. Students will then make their way to Nashville for the second week of the course (June 12th-16th) and will be remote or hybrid (depending on role) for the final week of the course (June 19th-26th). The editorial board for the course magazine will be based in Oxford; other students can be remote for the final two weeks. The instructor will determine time and location for the Oxford meetings.

### Who should go?

This course was created for journalism and IMC students interested in health promotions, magazines, and multimedia storytelling. Writing and rhetoric, marketing, and public health students may also be interested in the course. There are no prerequisites to enroll in IMC 580.

The Study USA program fee is \$1,100 plus tuition. Included in the program fee are housing, site admissions, and select group meals. Excluded from the program fee are most meals, travel to and from Nashville, and personal spending money.

### Travel

Students will make their own way to and from Nashville, TN. While in Nashville course-related ground transportation will be provided.

*\*Itinerary and class dates are subject to change. Please verify specific dates with instructor and confirm that the course has adequate enrollment to make before making travel arrangements.*



THE UNIVERSITY of  
MISSISSIPPI

Study USA

Visit [outreach.olemiss.edu/study\\_usa](https://outreach.olemiss.edu/study_usa) for application information