B.S. in Integrated Mktg. Communications

Overview

Degree Requirements

Description

The integrated marketing communications degree program focuses on the full spectrum of communication tools, with particular attention to interactive technology and media; comprehensive planning and implementation of strategies and tactics; discovery and accommodation of consumers' perceptions and demands, and measurable "bottom-line" results on a global scale. The degree is designed to teach how to understand, engage, persuade, and activate consumers. It includes the study of advertising, public relations, brand management, and research into consumer insights, enabling students to build a customized toolbox of professional skills. A variety of core courses, electives, and specializations are offered, all to prepare students for productive IMC careers and adaptation to ever-changing business environments.

Minimum Total Credit Hours: 124

General Education Requirements

The general education/core curriculum requirements for this program have a foundation in the liberal arts.

A grade of C or better in the following additional courses are required for this program: Spch 102, Spch 105, Bus 271 OR Jour 330 AND a 3-hour, 300+ level marketing, IMC, or journalism course.

Course Requirements

A major in integrated marketing communications for the B.S. degree requires 33 semester hours of IMC and journalism courses, including a core: IMC 104, 205, 304, 306, 390, 391, 404, and 455, as well as Jour 101, 273, and 371. Students are encouraged to complete a specialization as described below.

Other Academic Requirements

Students must take a minimum of 80 hours in courses outside the major, with no fewer than 45 hours in the liberal arts and sciences.

A minimum grade of C is required in all IMC and Jour courses for students pursuing a major in integrated marketing communications. A student may not enroll in an IMC course until a minimum grade of C has been obtained in prerequisite courses. No IMC course may be taken more than two times.

Specializations

- Accelerated Law (3+3)
- Specialization - Health Communication
- Specialization - Magazine Publish & Mgmt
- Specialization - Media Sales and Mgmt
- Specialization - Public Relations
- Specialization - Social Media
- Specialization - Sports Comm & Promotion
- Specialization - Visual Design

http://catalog.olemiss.edu/2020/spring/undergraduate/journalism/bs-imc