Specialization - Magazine Publish & Mgmt

B.S. in Integrated Marketing Communicat

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.

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 204, 205, 304, 306, 390, 404, and 555, as well as Jour 101, 273, 371, and 391. Students are encouraged to complete a specialization in media sales and management, magazine publishing and management, or new media.

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.

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Course Requirements
Students who wish to specialize in magazine publishing and management should take Jour 401, 501 and Jour 553.