Specialization - Public Relations

- B.S. in Integrated Marketing Communications
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B.S. in Integrated Marketing Communications

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. The courses include 6 hours of English composition: Writ 100 or Writ 101 and Writ 102 or Liba 102; or Eng 101; 6 hours of literature at the 200 level: Engl 221, 222, 223, 224, 225, 226; 9-12 hours (6 hours at the 200 level or above) of the same modern or ancient language: Arabic, Chinese, French, German, Italian, Japanese, Portuguese, Russian, Spanish, Latin, Ancient Greek OR in lieu of modern or ancient language a student may choose to take 9 hours of computer language, consisting of Csci 191: Office Applications, Csci 203: Computer and Information Processing, and either MIS 280: Business Application Programming I or GB 310: Information Technology; 3 hours of humanities to be chosen from African-American studies, classical civilization, philosophy, religion, Southern studies 101, 102, Honors 101, 102, Gender Studies 103, 201, 311, 390; 6 hours of social sciences, including Pol 101 and 3 credits from anthropology, economics, psychology, political science, or sociology; 3 hours of math: Math 115, 120, 121, 123, 125, 261, 267, 268; 6 hours of history; 9 hours of science (three science courses of which two must have labs): astronomy, physics, physical science, biology, chemistry, geology; 3 hours of fine arts: art history, Mus 101, 102, 103, 104, 105, Danc 200, Thea 201.

All IMC majors must also fulfill a diversity requirement by taking 3 semester hours in a course related to race, ethnicity, culture, gender, or religion. This course must be in addition to any class used to fulfill the school's humanities requirement. Courses must be selected from the following list or approved by the school's director of academic advising: African-American studies (any course), gender studies (any course), anthropology (101, 301, 303, 307), Southern studies (303, 402), religious studies (any course), sociology (313, 325, 413), international studies (any course), or a study abroad experience.

A grade of C or better in the following additional courses are required for this program: Econ 202, 203; Accy 202; Bus 271; GB 350; GB 370 and any 300+ level Mktg. IMC or Jour elective and 353.

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. Students must purchase a school-approved laptop computer prior to enrolling in courses as specified by instructors. Specifications for the computer are posted on the school's website.

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.

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Course Requirements
Students who wish to specialize in public relations must also take Jour 102, Jour 491, and Jour 492.

Degree Requirements
The academic regulations for this degree program, as entered in the University of Mississippi Catalog, are in effect for the current or selected academic year and semester. The University of Mississippi reserves the right to 1) change or withdraw courses; 2) change rules for registration, instruction, and graduation; and 3) change other regulations affecting the student body at any time.

B.S. in Integrated Marketing Communications

General Education

<table>
<thead>
<tr>
<th>REQUIREMENT</th>
<th>HOURS</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>First Year Writing II</td>
<td>3</td>
<td>Successfully complete one of the following courses: Engl 102, Liba 102, Writ 102, or Hon 102.</td>
</tr>
<tr>
<td>First Year Writing I</td>
<td>3</td>
<td>Successfully complete one of the following courses: Engl 101, Writ 100 or Writ 101.</td>
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<tr>
<td>6 hrs literature survey</td>
<td>6</td>
<td>Complete 6 hours of literature survey with a passing grade. Choose from the following courses: Engl 221, Engl 222, Engl 223, Engl 224, Engl 225, or Engl 226.</td>
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<tr>
<td>9-12 hrs foreign/computer language</td>
<td>9</td>
<td>Successfully complete 9-12 hours in one modern or ancient language, with 6 hrs at the 200 level or above; or 9 hours of computer language consisting of Csci 191, Csci 203, and MIS 280.</td>
</tr>
</tbody>
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### REQUIREMENT | HOURS | DESCRIPTION
--- | --- | ---
3 hrs humanities | 3 | Successfully complete 3 hours in one of the following areas: African American Studies; classical civilization; philosophy; religion; Southern Studies 101, 102; University Honors 101, 102; Gender Studies 103, 201, 311, or 390.
**Pol 101** | 3 | Complete **Pol 101** with a passing grade.
3 hrs of Math | 3 | Complete **Math 115**, **120**, **121**, **123**, **125**, **261**, **267**, or **268** with a passing grade.
6 hrs history | 6 | Complete 6 hours of History (His) coursework with a passing grade.
9-12 hrs science | 9 | Complete 9-12 hrs of science coursework. Two courses must include labs. Courses may be chosen from the departments of Biology, Chemistry and Biochemistry, Geology and Geological Engineering, or Physics and Astronomy.
2 associated science labs | 8 | Successfully complete at least two science laboratory courses.
3 hrs fine arts | 3 | Complete **Pol 101** with a passing grade.
Diversity course | 3 | All IMC majors must also fulfill a diversity requirement by taking 3 semester hours in a course related to race, ethnicity, culture, gender or religion. This course must be in addition to any class used to fulfill the school's humanities requirement. Courses must be selected from the following list or approved by the school's director of academic advising: African American Studies (any course), Gender Studies (any course), Latin American Studies (any course), Anthropology (101, 301, 303, 307), Southern Studies (303, 402), Religious Studies (any course), Sociology (313, 325, 413), International Studies (any course).

### Major Requirements

| REQUIREMENT | HOURS | DESCRIPTION |
--- | --- | ---
**IMC 204** - C min | 3 | Complete **IMC 204** with a grade of C or better.
**IMC 205** - C min | 3 | Complete **IMC 205** with a grade of C or better.
**IMC 304** - C min | 3 | Complete **IMC 304** with a grade of C or better.
**IMC 306** - C min | 3 | Complete **IMC 306** with a grade of C or better.
**IMC 404** - C min | 3 | Complete **IMC 404** with a grade of C or better.
**IMC 555** - C min | 3 | Complete **IMC 555** with a grade of C or better.
**Jour 101** - C min | 3 | Complete **Jour 101** with a grade of C or better.
**Jour 273** - C min | 3 | Complete **Jour 273** with a grade of C or better.
**Jour 371** - C min | 3 | Complete **Jour 371** with a grade of C or better.
**Jour 390 or IMC 390** - C min | 3 | Complete **Jour 390** with a grade of C or better.
**Jour 391** - C min | 3 | Complete **Jour 391** with a grade of C or better.
**Bus 271** - C min | 3 | Complete **Bus 271** with a grade of C or better.
3 hrs Mktg at 300+ level - C min | 3 | Complete 3hrs from any 300+ level Mktg course with a grade of C or better.

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| REQUIREMENT | HOURS | DESCRIPTION |
--- | --- | ---
**Jour 102** - C min | 3 | Successfully complete **Jour 102**
**Jour 491** - C min | 3 | Successfully complete **Jour 491**
**Jour 492** - C min | 3 | Complete **Jour 492** with a grade of C or better.