

Specialization - Public Relations

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B.S. in Integrated Mktg. 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 101; Writ 102 or Liba 102; 6 hours of literature 200 level: Engl 221, 222, 223, 224, 225, 226; 6 hours of social sciences: Pol 101 required, anthropology, economics, psychology, political science, sociology; 3 hours of math: Math 267; 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), 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). The following additional courses are required for this program: Econ 202, 203, 230; Accy 201 and 202; Bus 250 and 271; Fin 331; Mgmt 371; Mis 309; Mktg 351 and 353.

Course Requirements

A major in integrated marketing communication for the B.S. degree requires 36 semester hours of IMC and journalism courses, including a core: IMC 204, 205, 304, 305, 404, and 555, as well as Jour 101, 273, 371, 375 or 383, 391, and 492. 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 IMC 305. Specifications for the computer are posted on the school 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.

Specialization - Public Relations 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.

General Education

REQUIREMENT	HOURS	DESCRIPTION
First Year Writing I	3	Successfully complete one of the following courses: Writ 100 or Writ 101 .
First Year Writing II	3	Successfully complete one of the following courses: Liba 102 , Writ 102 , or Hon 102 .
6 hrs literature survey	6	Complete 6 hours of literature survey with a passing grade. Choose from the following courses: Engl 220 , Engl 221 , Engl 222 , Engl 223 , Engl 224 , Engl 225 , or Engl 226 .
Pol 101	3	Complete Pol 101 with a passing grade.
Math 267	3	Complete Math 267 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 3 hours in the area of fine or performing arts. Choose from art history, music, dance, and theatre arts. Studio and workshop courses cannot be used to satisfy this requirement. Acceptable freshman or sophomore-level courses are: AH 101 , AH 102 , AH 201 , AH 202 ; Music 101, Music 102, Music 103, Music 104, Music 105; Dance 200; and Theatre 201.



REQUIREMENT	HOURS	DESCRIPTION
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 104 - C min	3	Complete IMC 104 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 305 - C min	3	Complete IMC 305 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 391 - C min	3	Complete Jour 391 with a grade of C or better.
Jour 375 or 383 - C min	3	Complete either Jour 375 or Jour 383 with a grade of C or better.
Jour 492 - C min	3	Complete Jour 492 with a grade of C or better.

Major Requirements II

REQUIREMENT	HOURS	DESCRIPTION
Bus 250	3	Complete Bus 250 with a passing grade.
Bus 271	3	Complete Bus 271 with a passing grade.
Econ 230	3	Complete Econ 230 with a passing grade.
Fin 331	3	Complete Fin 331 with a passing grade.
Mis 309	3	Complete Mis 309 with a passing grade.
Mktg 353	3	Complete Mktg 353 with a passing grade.

