

# B.S. in Integrated Mktg. Communications

[Overview](#)

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## 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 Engl 102; 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; 3 hours of humanities to be chosen from African-American studies, classical civilization, philosophy, religion, Southern studies 101, 102, University 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, Music 101, 102, 103, 104, 105; Dance 200; Theatre 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). A grade of C or better in the following additional courses are required for this program: Econ 202, 203; Accy 201 and 202; Bus 271; Mgmt 371; Mktg 351 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.

## Specializations

- [Accelerated Law \(3+3\)](#)
- [Specialization - Magazine Publish & Mgmt](#)
- [Specialization - Media Sales and Mgmt](#)
- [Specialization - Public Relations](#)
- [Specialization - Sports Comm & Promotion](#)

