Specialization - Magazine Publish & Mgmt

- B.S. in Integrated Mktg. Communications
- Specialization - Magazine Publish & Mgmt
- Degree Requirements

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 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, 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), 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; 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.

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Course Requirements

Students who wish to specialize in magazine publishing and management also should take Jour 401 and 501 and are encouraged to take Jour 553.

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.

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General Education

REQUIREMENT	HOURS	DESCRIPTION
First Year Writing II	3	Successfully complete one of the following courses: Liba 102, Writ 102, or Hon 102.
First Year Writing I	3	Successfully complete one of the following courses: Writ 100 or Writ 101.
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.
6 hrs modern/ancient language 200+	6	Successfully complete at least 6 hours at the 200 level or above in one modern or ancient language.
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.

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

REQUIREMENT	HOURS	DESCRIPTION
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 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 sophommore-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.
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 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.
IMC 390 - C min	3	Complete IMC 390 with a passing grade.
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.
Mktg 353 - C min	3	Complete Mktg 353 with a grade of C or better.

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REQUIREMENT	HOURS	DESCRIPTION
Jour 401 - C min	3	Complete Jour 401 with a grade of C or better.
Jour 501 - C min	3	Complete Jour 501 with a grade of C or better.

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