

B.S. in Integrated Mktg. Communications

[Overview](#)

[Degree Requirements](#)

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 Mktg. Communications

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. |
| 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 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. |
| 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 303 or 304 - C min | 3 | Complete IMC 303 or 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. |



| REQUIREMENT | HOURS | DESCRIPTION |
|----------------------------------|-------|--|
| 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. |

Specialization - Media Sales and Mgmt

| REQUIREMENT | HOURS | DESCRIPTION |
|----------------------------------|-------|--|
| Jour 386 - C min | 3 | Complete Jour 386 with a grade of C or better. |
| Jour 388 - C min | 3 | Complete Jour 388 with a grade of C or better. |

Specialization - Magazine Publish & Mgmt

| 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. |

Specialization - Public Relations

| 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. |

Specialization - Sports Comm & Promotion

| REQUIREMENT | HOURS | DESCRIPTION |
|-------------------------|-------|---|
| IMC 586 | 3 | Complete IMC 586 with a passing grade. |
| IMC 587 | 3 | Complete IMC 587 with a passing grade. |
| 3 hrs sports course | 3 | Complete one of the following: Jour 372 , Jour 374 , Jour 588 , Jour 589 , or a pre-approved 3-credit sports-themed course or a pre-approved 3-credit sports-themed internship. |

