

# B.S. in Integrated Mktg. Communications

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## 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: <a href="#">Liba 102</a> , <a href="#">Writ 102</a> , or <a href="#">Hon 102</a> .   |
| First Year Writing I               | 3     | Successfully complete one of the following courses: <a href="#">Writ 100</a> or <a href="#">Writ 101</a> .   |
| 6 hrs literature survey            | 6     | Complete 6 hours of literature survey with a passing grade. Choose from the following courses: <a href="#">Engl 221</a> , <a href="#">Engl 222</a> , <a href="#">Engl 223</a> , <a href="#">Engl 224</a> , <a href="#">Engl 225</a> , or <a href="#">Engl 226</a> .  |
| 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.  |
| <a href="#">Pol 101</a>            | 3     | Complete <a href="#">Pol 101</a> with a passing grade.   |
| 3 hrs of Math                      | 3     | Complete <a href="#">Math 115</a> , <a href="#">120</a> , <a href="#">121</a> , <a href="#">123</a> , <a href="#">125</a> , <a href="#">261</a> , <a href="#">267</a> , or <a href="#">268</a> 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: <a href="#">AH 101</a> , <a href="#">AH 102</a> , <a href="#">AH 201</a> , <a href="#">AH 202</a> ; 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  |
|----------------------------------|-------|--|
| <a href="#">IMC 104</a> - C min  | 3     | Complete <a href="#">IMC 104</a> with a grade of C or better.  |
| <a href="#">IMC 205</a> - C min  | 3     | Complete <a href="#">IMC 205</a> with a grade of C or better.  |
| <a href="#">IMC 304</a> - C min  | 3     | Complete <a href="#">IMC 304</a> with a grade of C or better.  |
| <a href="#">IMC 306</a> - C min  | 3     | Complete <a href="#">IMC 306</a> with a grade of C or better.  |
| <a href="#">IMC 404</a> - C min  | 3     | Complete <a href="#">IMC 404</a> with a grade of C or better.  |
| <a href="#">IMC 555</a> - C min  | 3     | Complete <a href="#">IMC 555</a> with a grade of C or better.  |
| <a href="#">Jour 101</a> - C min | 3     | Complete <a href="#">Jour 101</a> with a grade of C or better. |
| <a href="#">Jour 273</a> - C min | 3     | Complete <a href="#">Jour 273</a> with a grade of C or better. |
| <a href="#">Jour 371</a> - C min | 3     | Complete <a href="#">Jour 371</a> with a grade of C or better. |
| <a href="#">IMC 390</a> - C min  | 3     | Complete <a href="#">IMC 390</a> with a passing grade.         |
| <a href="#">Jour 391</a> - C min | 3     | Complete <a href="#">Jour 391</a> with a grade of C or better. |



| REQUIREMENT                      | HOURS | DESCRIPTION  |
|----------------------------------|-------|--|
| <a href="#">Bus 271</a> - C min  | 3     | Complete <a href="#">Bus 271</a> with a grade of C or better.  |
| <a href="#">Mktg 353</a> - C min | 3     | Complete <a href="#">Mktg 353</a> with a grade of C or better. |

### Specialization - Media Sales and Mgmt

| REQUIREMENT                      | HOURS | DESCRIPTION  |
|----------------------------------|-------|--|
| <a href="#">Jour 386</a> - C min | 3     | Complete <a href="#">Jour 386</a> with a grade of C or better. |
| <a href="#">Jour 388</a> - C min | 3     | Complete <a href="#">Jour 388</a> with a grade of C or better. |

### Specialization - Magazine Publish & Mgmt

| REQUIREMENT                      | HOURS | DESCRIPTION  |
|----------------------------------|-------|--|
| <a href="#">Jour 401</a> - C min | 3     | Complete <a href="#">Jour 401</a> with a grade of C or better. |
| <a href="#">Jour 501</a> - C min | 3     | Complete <a href="#">Jour 501</a> with a grade of C or better. |

### Specialization - Public Relations

| REQUIREMENT                      | HOURS | DESCRIPTION  |
|----------------------------------|-------|--|
| <a href="#">Jour 102</a> - C min | 3     | Successfully complete <a href="#">Jour 102</a>                 |
| <a href="#">Jour 491</a> - C min | 3     | Successfully complete <a href="#">Jour 491</a>                 |
| <a href="#">Jour 492</a> - C min | 3     | Complete <a href="#">Jour 492</a> with a grade of C or better. |

### Specialization - Sports Comm & Promotion

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

