

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 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 .
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, 390, or DMS 101 .
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.
Econ 202 or Econ 203	3	Complete Econ 202 or 203 with a passing grade.
3 add'l hrs of social science	3	Complete 3 additional social science credits from anthropology, psychology, political science, or sociology with a passing grade.
6 hrs science	6	Complete 6 hrs of science chosen from: astronomy, physics, physical science, biology, chemistry, or geology 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.
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), anthropology (101, 301, 303, 307), Southern studies (any course), religious studies (any course), sociology (313, 325, 413), international studies (any course), or a study abroad experience.
Choose a language track		Students must choose from either the modern/ancient language or computing language tracks. Once a track is chosen, the requirements will show under the Specialization heading.

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 390 - C min	3	Complete IMC 390 with a passing grade.
IMC 391 - C min	3	Complete IMC 391 with a grade of C or better.
IMC 404 - C min	3	Complete IMC 404 with a grade of C or better.
IMC 455 or 456 - C min	3	Complete IMC 455 or 456 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.



REQUIREMENT	HOURS	DESCRIPTION
Jour 369 - C min	3	Complete Jour 369 with a grade of C or better.
Bus271/Jour330/Spch102/Spch105-Cmin	3	
3 hrs Mktg/IMC/ Jour 300 + C min	3	Complete 3hrs from any 300+ level Mktg course 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.
3 hrs media sales elective	3	Complete one of the following with a passing grade: IMC 355 , Spch 314 , or an approved 3-credit sales internship (internship must be approved before it starts).

Specialization - Public Relations

REQUIREMENT	HOURS	DESCRIPTION
Jour 102 - C min	3	Successfully complete Jour 102
IMC 491 - C min	3	Complete IMC 491 with a grade of C or better.
3 hrs IMC Pub Rel Elective	3	Complete one of the following: IMC 320 , IMC 354 , IMC 355 , IMC 492 , IMC 562 or or complete an approved 3-credit internship.

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.

Accelerated Law (3+3)

REQUIREMENT	HOURS	DESCRIPTION
Law 501	3	Complete Law 501 with a passing grade.
Law 502	4	Complete Law 502 with a passing grade.
Law 503	3	Complete Law 503 with a passing grade.
Law 504	4	Complete Law 504 with a passing grade.
Law 507	3	Complete Law 507 with a passing grade.
Law 514	3	Complete Law 514 with a passing grade.
Law 515	3	Complete Law 515 with a passing grade.
Law 568	3	Complete Law 568 with a passing grade.
Law 590	3	Complete Law 590 with a passing grade.

Specialization - Visual Design

REQUIREMENT	HOURS	DESCRIPTION
IMC 305	3	Complete IMC 305 with a passing grade.
6 hrs IMC 349 , 473 , 524	6	Complete two of the following courses with a passing grade: IMC 349 , IMC 473 , or IMC 524 .

Specialization - Health Communication

REQUIREMENT	HOURS	DESCRIPTION
IMC 585	3	Complete IMC 585 with a passing grade.
IMC 355	3	Complete IMC 355 with a passing grade.



REQUIREMENT	HOURS	DESCRIPTION
1 interdisciplinary course	3	Complete one of the following interdisciplinary courses with a passing grade: PHAD 395 , PHIL 328 , REL 363 , REL 388 , PSY 301 , PSY 311 , PSY 321 , PSY 410 , PSY 417 , PSY 460 , GST 460 , PSY 465 [565], GST 465 , SW 427 , SOC 301 , SOC 310 , SOC 311 , SOC 345 , SOC 370 , HON 315 , SOC 413 , SOC 427 , SOC 455 , ANTH 349 , IMC 585 , JOUR 585 , NHM 311 , NHM 323 , NHM 328 , NHM 417 , LA 411 , SOHE 301 , SOHE 302 , SOHE 329 , SOHE 495 , SOHE 497 .

Specialization - Social Media

REQUIREMENT	HOURS	DESCRIPTION
Jour 310 - C min	3	Complete Jour 310 with a grade of C or better.
6 hrs of SM Emph Courses -C min	6	In addition to Jour 310 students who wish to specialize in social media should take two of the following additional courses: IMC 306 (except for IMC majors, who can't count this course toward the specialization), IMC 308 , IMC 309 , IMC 325 , Writ 350 , or an approved 3-credit social media internship, or an approved 3-credit social media-themed course in another department.

Track - Foreign Language

REQUIREMENT	HOURS	DESCRIPTION
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.

Track - Computer Language

REQUIREMENT	HOURS	DESCRIPTION
CSci 191	3	Complete CSci 191 with a passing grade.
CSci 203	3	Complete CSci 203 with a passing grade.
MIS 280 or GB 310	3	Complete MIS 280 or GB 310 with a passing grade.

Specialization - Fashion Promo. & Media

REQUIREMENT	HOURS	DESCRIPTION
IMC 314 - C min	3	Complete IMC 314 with a grade of C or better.
IMC 315 or Mktg 361 -C min	3	Complete IMC 315 or MKTG 361 with a grade of C or better.
3 additional hrs - C min	3	Complete 3 additional hours with a C or better chosen from: IMC 309 , 376 , a preapproved 3-credit fashion-themed course or a preapproved 3-credit fashion-themed internship.

