

# 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 220, 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 OR in lieu of modern or ancient language a student may choose to take 9 hours of computer language, consisting of Csci 191, Csci 203, and either MIS 280 or GB 310; 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, or DMS 101; 6 hours of social sciences, including Econ 202 or Econ 203, and 3 credits from anthropology, psychology, political science, or sociology; 3 hours of math: Math 115, 120, 121, 123, 125, 261, 267, 268; 6 hours of history; 6 hours of science: astronomy, physics, physical science, biology, chemistry, geology; 3 hours of fine arts: art history, Mus 101, 102, 103, 104, 105; Danc 200; Thea 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), 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.

IMC students must also successfully complete a minor in one of the following: General Business, Public Health, Public Policy, Sport Administration, Digital Media Studies - Computing, Digital Media Studies - Digital Arts, Entrepreneurship or Accounting.

A grade of C or better in the following additional courses is required for this program: Spch 102, Spch 105, Bus 271 OR Jour 330 AND a 3-hour, 300+ level marketing, IMC, or journalism course.

### 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 104, 205, either IMC 303 or IMC 304, IMC 306, 390, 391, 404, and either IMC 455 or IMC 456, as well as Jour 101, 273, and 369.

### Other Academic Requirements

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 - Fashion Promo. & Media](#)
- [Specialization - Health Communication](#)
- [Specialization - Media Sales and Mgmt](#)
- [Specialization - Public Relations](#)
- [Specialization - Social Media](#)
- [Specialization - Sports Comm & Promotion](#)
- [Specialization - Visual Design](#)

