Specialization - Visual Design

- B.S. in Integrated Mktg. Communications
- Specialization - Visual Design
- 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 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 general business, which requires students to earn a minimum, average 2.00 GPA on all coursework completed for the minor.

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, 304, 306, 390, 391, 404, and 455, as well as Jour 101, 273, and 369. Students are encouraged to complete a specialization as described below.

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.

Specialization - Visual Design

Course Requirements

Students who wish to specialize in visual design should take IMC 305, and then two of the following: IMC 349, IMC 473, IMC 524 or complete an approved 3-credit internship.

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.

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
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.
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 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 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 - C min	3	Complete IMC 455 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 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 - 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.

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