Specialization - Health Communication

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 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 Pol 101 and 3 credits from anthropology, economics, psychology, political science, or sociology; 3 hours of math: Math 115, 120, 121, 123, 125, 261, 267, 268; 6 hours of history; 9 hours of science (three science courses of which two must have labs): astronomy, physics, physical science, biology, chemistry, geology; 3 hours of fine arts: art history, Mus 101, 102, 103, 104, 105; Dance 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 are required for this program: Spch 102, Spch 105, Bus 271 OR Jour 330 AND a 3-hour, 300+ level course.
### REQUIREMENT | HOURS | DESCRIPTION
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**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), 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.
Complete a language track |  | Students must complete either the modern/ancient language or computing language track — see Specialization section below for completed requirements.

### Major Requirements

| REQUIREMENT | HOURS | DESCRIPTION |
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**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 hrs Mktg/IMC/Jour 300+ C min | 3 | Complete 3hrs from any 300+ level Mktg course with a grade of C or better.

### Specialization - Health Communication

| REQUIREMENT | HOURS | DESCRIPTION |
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**IMC 585** | 3 | Complete IMC 585 with a passing grade.
**IMC 355** | 3 | Complete IMC 355 with a passing grade.
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 400, PSY 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 328, SOHE 495, SOHE 497.