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.

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 take a minimum of 80 hours in courses outside the major, with no fewer than 45 hours in the liberal arts and sciences.

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 - Magazine Publish & Mgmt

Course Requirements
Students who wish to specialize in magazine publishing and management should take Jour 401, 501, and one of the following: Jour 553 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

<table>
<thead>
<tr>
<th>REQUIREMENT</th>
<th>HOURS</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>First Year Writing I</td>
<td>3</td>
<td>Successfully complete one of the following courses: Writ 100 or Writ 101,</td>
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<tr>
<td>First Year Writing II</td>
<td>3</td>
<td>Successfully complete one of the following courses: Liba 102, Writ 102, or</td>
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<tr>
<td>6 hrs literature survey</td>
<td>6</td>
<td>Complete 6 hours of literature survey with a passing grade. Choose from the</td>
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<tr>
<td>3 hrs humanities</td>
<td>3</td>
<td>successfully complete 3 hours in one of the following areas: African American</td>
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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
--- | --- | ---
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 |
--- | --- | ---
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 | Complete 3hrs from any 300+ level Mktg course with a grade of C or better.

## Specialization - Magazine Publish & Mgmt

| REQUIREMENT | HOURS | DESCRIPTION |
--- | --- | ---
Jour 401 - C min | 3 | Complete Jour 401 with a grade of C or better.
Jour 501 - C min | 3 | Complete Jour 501 with a grade of C or better.
Jour 553 | 3 | Complete IMC 553 with a passing grade.