INTEGRATED MKTG. COMMUNICATIONS (BS)

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

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.

General Education

Code	Title	Hours
Select one of the following First Year Writing I courses:		3
WRIT 1000	Introduction to College Writing	
WRIT 1010	First-Year Writing I	
Select one of the following First Year Writing II courses:		3
LIBA 1020	First Year Seminar	
WRIT 1020	First-Year Writing II	
HONR 1020	Freshman Honors II	
Select six hours of Literature Survey with a passing grade:		6
ENGL 2220	Survey in Literary History	
ENGL 2221	Survey of World Literature to 1650	
ENGL 2222	Survey of World Literature since 1650	
ENGL 2223	Survey of American Lit to the Civil War	
ENGL 2224	Survey of American Lit since Civil War	
ENGL 2225	Survey of British Lit to 18th Century	
ENGL 2226	Survey of Brit Lit since Romantic Period	
Select three hours in one of the following areas:		3
African American Studies;		
Classical civilization		
Philosophy		
Religion		
Southern Studies (SSTU 1010)		
University Honors (HONR 1010, 1020)		
Gender Studies (ISOM 1030, 2010, 3900)		
DMST 1010	Introduction to Digital Media Studies	
Select three hours of fine arts from the following: [1]		3
Art History		
Music		
Dance		
Theatre Arts		
ARTH 1010	Introduction to Western Art	
ARTH 1020	Art Beyond the West	
ARTH 2010	Global Art: Prehistory to 1500	
ARTH 2020	Global Art: 1300 to the Present	
MUSC 1010	Introduction to Music Literature	
MUSC 1020	Fundamentals of Music Theory	
MUSC 1030	Introduction to Music	
MUSC 1040	Introduction to World Music Cultures	
MUSC 1050	Music Theory and Analysis I	
DANC 2000	Dance Appreciation	
THEA 2010	Appreciation of the Theatre	
ECON 2020	Principles of Microeconomics	3
or ECON 2030	Principles of Macroeconomics	
Complete three additional social science credits from anthropology, psychology, political science, or sociology		3
Complete six hours of science chosen from:		6
Astronomy		
Physics		
Physical science		
Biology		
Chemistry		
Geology		
Select one of the following:		3
MATH 1150	Elementary Statistics	
MATH 1160	Quantitative Reasoning	
MATH 1210	College Algebra	
MATH 1230	Trigonometry	
MATH 1250	Basic Mathematics for Science & Eng	
MATH 2611	Unified Calculus & Analytic Geometry I	
MATH 2511	Calculus for Business, Econ., & Accy. I	
MATH 2512	Calculus for Business, Econ., & Accy. II	
Complete six hours of History (HIST) coursework		6
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. [2]		3
Total Hours		**42**

[1] Studio and workshop courses cannot be used to satisfy this requirement.

[2] 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 (AAST any course), gender studies (ISOM any course), anthropology (ANTH 1010, 3030,), Southern studies (SSTU any course), religious studies (RELG any course), sociology (SOCY 3130,

3250, 4130), international studies (INST 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

Code	Title	Hours
SJNM 1010	Media, News & Audience	3
SJNM 1020	Introduction to Multimedia Writing	3
SJNM 1030	Visual Media Principles	3
SJNM 2020	Introduction to Research for Comm	3
SJNM 3030	Media Planning	3
or SJNM 3040	Account Planning	
SJNM 3060	Digital Marketing Communication	3
SJNM 3900	Advanced Writing: Integrated Marketing	3
SJNM 3910	Public Relations	3
SJNM 4040	Integrated Marketing Comm Research	3
SJNM 4550	Integrated Marketing Communications	3
or SJNM 4560	Advanced IMC Campaign Development	
SJNM 2730	Creative Visual Thinking	3
Select one of the following:		
SJNM 3300	Media Performance	
BUSN 2920	Business Communication	
SPCH 1020	Fundamentals of Public Speaking	
SPCH 1050	Business and Professional Speech	
Complete three hours from any 3000+ level Mktg course		3
Total Hours		**36**

Specialization - Media Sales and Mgmt

Code	Title	Hours
SJNM 3860	Media Sales	3
SJNM 3880	Media Management	3
Select one of the following:		3
SJNM 3410	Persuasion	
SPCH 3140	Intercollegiate Debating	
or an approved 3-credit sales internship (internship must be approved before it starts)		
Total Hours		**9**

Specialization - Public Relations

Code	Title	Hours
SJNM 1020	Introduction to Multimedia Writing	3
SJNM 4910	Public Relations Techniques	3
Select one of the following:		3
SJNM 3200	Event Planning	
SJNM 3540	Nonprofit Marketing Communications	
SJNM 3410	Persuasion	
SJNM 4920	Public Relations Case Problems	
SJNM 5140	Crisis Communication	
or complete an approved 3-credit internship		
Total Hours		**9**

Specialization - Sports Comm & Promotion

Code	Title	Hours
SJNM 5360	Foundations of Sports	3
SJNM 5370	Sports Promotion	3
Select one of the following:		3
SJNM 3720	Sports Announcing	
SJNM 3740	Sports Photography	
SJNM 3650	Sports Media and Reporting	
SJNM 5390	Sports Television Production	
or a pre-approved 3-credit sports-themed course		
or a pre-approved 3-credit sports-themed internship		
Total Hours		**9**

Accelerated Law (3+3)

Description

An emphasis in pre-law is intended to prepare students for further study in law school. Courses required for the B.A.J. or B.S. pre-law preparation are approved by the University of Mississippi School of Law as part of the Accelerated 3+3 Program in which students early admitted to law school may apply 33 credit hours of law courses directly to the B.A.J. or B.S. degree programs.

Degree Requirements

Code	Title	Hours
LAWS 5505	Contracts	3-6
LAWS 5520	Torts	3-6
LAWS 5715	Sustainability Law in Air and Space	2
LAWS 5525	Property	3-6
LAWS 5501	Constitutional Law I	3-4
LAWS 5930	Legal Writing I	1-4
LAWS 5931	Legal Writing II	1-3
LAWS 5510	Criminal Law	2-3
LAWS 5940	Contract Negotiation and Drafting	1-4
LAWS 5900	Professional Identity Formation	1
Total Hours		**20-39**

Specialization - Visual Design

Code	Title	Hours
SJNM 3050		3
Select two of the following:		6
SJNM 3490	3-D Modeling	
SJNM 5026	Motion Graphics	
SJNM 5024	Designing Interactivity	
Total Hours		**9**

Specialization - Health Communication

Code	Title	Hours
SJNM 5350	Health Communication	3
SJNM 3410	Persuasion	3
Select one of the following interdisciplinary courses:		3

PHAD 3950	Pharmacy Ethics
PHIL 3340	Biomedical Ethics
PSYC 3110	Developmental Psychology
PSYC 3130	Psychopathology: Integrative Approaches
PSYC 3160	Social Psychology
PSYC 4601	Health Psychology
PSYC 4632	Disasters and Mental Health
PSYC 3602	Psychology of Human Sexuality
ISOM 3602	Psychology of Human Sexuality
ISOM 5150	Psychology of Gender
PSYC 5101	Psychology of Gender
SCWK 4270	Psychosocial Aspects of Loss Death Grief
SOCY 3010	The Family
SOCY 3100	Sociology of Disability
SOCY 3110	Social Problems
SOCY 3450	Population Trends and Problems
SOCY 3700	Society and Population Health
HONR 3150	Explorations in Population Health
SOCY 4130	Race and Ethnicity
SOCY 4270	Social Stratification
SOCY 4550	Population Studies Applied Research
ANTH 3490	Medical Anthropology
SJNM 5350	Health Communication
SJNM 5380	Health Communication
NAHM 3110	Nutrition
NAHM 3230	Human Development Across the Lifespan
NAHM 3280	Child Development
NAHM 4170	Community Nutrition
LSTU 4110	Elder Law
SOHE 3010	Topics in Society and Health Abroad
SOHE 3020	Topics in Society and Health
SOHE 3290	Medical Humanities
SOHE 4950	Society and Health Internship
SOHE 4970	Directed Study in Society and Health
Total Hours	**9**

Specialization - Social Media

Code	Title	Hours
SJNM 3100	Social Media in Society	3
Select two of the following:		6
SJNM 3060	Digital Marketing Communication (except for IMC majors, who can't count this course toward the specialization)	
SJNM 3080	Social Media Content Creation	
SJNM 3090	Introduction to Video Storytelling	
SJNM 3250	Data Literacy	
WRIT 3500	Writing for Digital Media	
or an approved 3-credit social media internship		
or an approved 3-credit social media-themed course in another department		
Total Hours		**9**

Track - Foreign Language

Successfully complete at least 6 hours at the 200 level or above in one modern or ancient language.

Track - Computer Language

Code	Title	Hours
CSCI 1001	Office Applications	3
CSCI 1003	Introduction to Computational Media	3
BAIS 3200	Business Analytics Programming	3
Total Hours		**9**

Specialization - Fashion Promo. & Media

Code	Title	Hours
SJNM 3140	Fashion Promotion and Media	3
SJNM 3150	Fashion Merchandising	3
or MKTG 3061	Retailing and E-Commerce	
Select one of the following:		3
SJNM 3090	Introduction to Video Storytelling	
a preapproved 3-credit fashion-themed course		
a preapproved 3-credit fashion-themed internship		
SJNM 3760	Commercial Photography	
Total Hours		**9**

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.

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.