BACHELOR OF SCIENCE IN INTEGRATED MARKETING COMMUNICATIONS

- Teaches students an approach that successful companies use to influence audiences through consistent, relevant and coordinated messages
- Includes a cohesive mix of public relations, digital media, design and advertising, among other disciplines
- Offered by only a handful of great universities
- Prepares graduates for work at corporations, advertising and public relations agencies, media, non-profits, or governmental organizations

DEGREE REQUIREMENTS
Successfully complete the following freshman/sophomore coursework at a regionally accredited school with a minimum 2.0 cumulative GPA*:

- 6 hours of English composition
- 6 hours of literature
- 12 hours of foreign language (in the same language) or 9 hours of computer courses (Office Applications, Computer and Information Processing, & Business Application Programming I)
- 3 hours of humanities (philosophy, religion, African American studies)
- 3 hours of introductory American politics/government
- 3 hours of college algebra or more advanced mathematics course
- 6 hours of history
- 6-8 hours of natural science with corresponding labs
- 3 hours of additional natural science (no lab required)
- 3 hours of fine arts (art, music, theatre, dance)
- Intro to Mass Communications (with “C” or better)
- Introduction to Accounting Principles I (with “C” or better)
- Introduction to Accounting Principles II (with “C” or better)
- Principles of Microeconomics (with “C” or better)
- Principles of Macroeconomics (with “C” or better)
- Business Communication (with “C” or better)

IMC students may apply no more than 62 community college credit hours to this degree.

TUITION AND FINANCIAL AID
Information on tuition and financial aid can be found on our website

FOR MORE INFORMATION CONTACT US
The University of Mississippi-DeSoto
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Southaven, MS 38671
662-342-4765
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southaven@olemiss.edu

Find out more about IMC
www.olemiss.edu/desoto/programs

* All courses must be approved for transfer equivalency. Contact a UM-DeSoto advisor.