



Integrated Marketing Communications

This curriculum is for the student working toward an Associate of Arts degree from Northwest Mississippi Community College who intends to continue studies toward the Bachelor of Science in Integrated Marketing Communications with The University of Mississippi.

NWCC Core Curriculum

English Composition 6 hours
ENG 1113-English Composition I
ENG 1123-English Composition II

Fine Arts (choose one) 3 hours
MUS 1113-Music Appreciation
ART 1113-Art Appreciation
SPT 2233-Theatre Appreciation

Humanities (choose one) 3 hours
ENG 2223-American Literature I
ENG 2233-American Literature II
ENG 2323-British Literature I
ENG 2333-British Literature II
ENG 2423-World Literature I
ENG 2433-World Literature II

Social/Behavioral Science 6 hours
PSC 1113-American National Government

Choose one:
HIS 1113-Western Civilization I
HIS 1123-Western Civilization II
HIS 2213-American History I
HIS 2223-American History II

Natural Sciences with Labs (choose two) 8 hours
BIO 1113 & 1111-Principles of Biology I
BIO 1133 & 1131-General Biology I
BIO 2513 & 2511-Anatomy & Physiology I
BIO 1123 & 1121-Principles of Biology II
BIO 1143 & 1141-General Biology II
BIO 2523 & 2521-Anatomy & Physiology II
BIO 2923 & 2921-Microbiology
CHE 1213 & 1211-General Chemistry I
CHE 1223 & 1221-General Chemistry II
CHE 1313 & 1311-Principles of Chemistry I
CHE 1323 & 1321-Principles of Chemistry II
CHE 2424 & 2420-Organic Chemistry I
CHE 2434 & 2430-Organic Chemistry II
PHY 1113 & 1111-Introduction to Astronomy
PHY 2243 & 2241-Physical Science I
PHY 2253 & 2251-Physical Science II
PHY 2413 & 2411-General Physics I
PHY 2423 & 2421-General Physics II
PHY 2513 & 2511-Engineering Physics I
PHY 2523 & 2521-Engineering Physics II

Mathematics 3 hours
MAT 1313-College Algebra (or higher)

Public Speaking* 3 hours
SPT 1113- Public Speaking

Basic Computer Skills* 3 hours
CSC 1113- Computer Concepts

Additional Courses

Language (choose either Computer Science 6-12 hours or Foreign Language)

Computer Science Language
CSC 1123-Computer Applications I
CSC 1213-Basic Computer Programming I

Foreign Language
MFL 1213- Spanish I
MFL 1223- Spanish II
MFL 2213- Spanish III
MFL 2223- Spanish IV

Natural Science 3 hours
BIO 1113-Principles of Biology I
BIO 1133-General Biology I
BIO 2513-Anatomy & Physiology I
BIO 1123-Principles of Biology II
BIO 1143-General Biology II
BIO 2523-Anatomy & Physiology II
BIO 2923-Microbiology
CHE 1213-General Chemistry I
CHE 1223-General Chemistry II
CHE 1313-Principles of Chemistry I
CHE 1323-Principles of Chemistry II
CHE 2424-Organic Chemistry I
CHE 2434-Organic Chemistry II
PHY 1113-Introduction to Astronomy
PHY 2243-Physical Science I
PHY 2253-Physical Science II
PHY 2413-General Physics I
PHY 2423-General Physics II
PHY 2513-Engineering Physics I
PHY 2523-Engineering Physics II

Journalism & Business Courses 18 hours
COM 2483-Intro to Mass Communications (with "C" or better)
ACC 1213-Principles of Accounting I (with "C" or better)
ACC 1223-Principles of Accounting II (with "C" or better)
ECO 2113-Principles of Macroeconomics (with "C" or better)
ECO 2123-Principles of Microeconomics (with "C" or better)
BOA 2613-Business Communications (with "C" or better)

*Required for NWCC graduation; may transfer as elective credit. Contact a UM advisor for details.

IMC majors may apply 62 community college credit hours to the bachelor's degree.