BACHELOR OF SCIENCE IN INTEGRATED MARKETING COMMUNICATIONS

• An intensive, comprehensive way, concentrating not only on creativity and outstanding writing skills, but also critical thinking, business and leadership competencies

• Includes advertising, public relations, direct marketing, sales promotion, sales/personal selling, event planning and, of course, utilization of “new” media of all kinds

• Designed to be excellent preparation for work at corporations, advertising, 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)
• 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)

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

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

TUTION AND FINANCIAL AID

Information on tuition and financial aid can be found on our website

FOR MORE INFORMATION CONTACT US

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Find out more about Integrated Marketing Communications:

vimeo.com/olemissoutreach/imc