



2+2 CURRICULUM

Bachelor of Science degree in Integrated Marketing Communications 2015-2016

This curriculum reflects course suggestions to fulfill requirements for the Bachelor of Science in Integrated Marketing Communications degree offered on the UM-Tupelo campus. Degree requirements are subject to change.

This curriculum may not reflect all requirements for associate degree programs at Mississippi Community Colleges. Consult your academic advisor for associate's degree requirements.

Freshman and Sophomore Courses Available from Mississippi Community Colleges

CORE CURRICULUM - 48 hours

English - 12 hours

_____, _____
_____, _____ ENG 1113, 1123 *English Composition I, II*
Choose any two literature courses (*American, British, or World*)

History - 6 hours

_____, _____ Choose any two History courses

Mathematics - 3 hours

_____ MAT 1313 College Algebra, MAT 115 Elementary Statistics, or more advanced
mathematics course

Sciences with labs - 9 to 12 hours

_____, _____, _____ Choose any 3 science courses. Two of the three must include labs.

Social/Behavioral Science - 6 hours

_____ REQUIRED: PSC 1113 *American National Government*
REQUIRED: ECO 2113 *Principles of Microeconomics* (Grade of "C" or higher is required)

Fine Arts - 3 hours

_____, _____
course. Choose any 3-hour Art (no drawing or painting classes) Music, or Theatre appreciation

Foreign Language - 6 hours (200 level)

_____ MFL 1123 *French II* or MFL 1223 *Spanish II* (Must be completed to take 200-level courses)
_____ MFL 2113 *French III* or MFL 2213 *Spanish III*

_____ MFL 2123 *French IV* or MFL 2223 *Spanish IV*

Humanities - 3 hours

_____, _____ *Choose one 3-hour PHIL or REL. (An additional lit or a HIS may satisfy this, if it's a cross-listed course at UM. African American Studies, Classical Civilization, Philosophy, Religion, Southern Studies, and Gender Studies satisfy this.)*

Business Core - 18 hours

Accounting Principles - 6 hours

_____, _____ ACC 1213, 1223 *Principles of Accounting I, II*
Grade of "C" or higher is required.

Business Communication - 3 hours

_____, _____ BOA 2613 *Business Communication* or SPT 1113 *Public Speaking I*
Grade of "C" or higher is required.

Economics - 3 hours

_____, _____ ECO 2123 *Principles of Macroeconomics*
Grade of "C" or higher is required.

Journalism Core - 3 hours

Some community colleges may or may not offer Journalism or Communications courses that will count for Jour 101. Please check with your community college advisor to see if this course is available.

_____, _____ COM 2483 *Intro to Mass Communications*
Grade of "C" or higher is required.

A maximum of 62 hours of community college credit may be applied toward a Bachelor of Science degree in Integrated Marketing Communications at The University of Mississippi. If 63 hours are transferred to a UM campus, 63 hours must be taken in residence at a UM campus.

Junior and Senior Courses Available at The University of Mississippi-Tupelo Campus

**A "C" or better is required in all IMC, Journalism, & Business courses.*

Integrated Marketing Communications Core Courses :

First Semester Junior Year:

IMC 204	Introduction to Integrated Marketing Communications
IMC 205	Writing for Integrated Marketing Communications
MKTG 351	Marketing Principles (from the Business core but required for IMC courses)
MGMT 371	Principles of Management (from the Business core but required for IMC courses)

Second Semester Junior Year:

IMC 304	Account Planning (IMC 204 & IMC 205 pre-reqs)
IMC 306	Internet Marketing (IMC 205 is pre-req)
JOUR 273	Creative Visual Thinking (IMC 205 pre-req. or instructor consent)
JOUR 390	Intro to Writing for Advertising (IMC 205 pre-req)
JOUR 391	Public Relations (IMC 205 pre-req.)

First Semester Senior Year:

IMC 404	Integrated Mktg. Communications Research Methods
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Second Semester Senior Year:

IMC 555	Integrated Mktg. Communications Campaign (IMC 404 pre-req or instructor consent)
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****During the junior and senior years, students will complete the remaining core business courses along with remaining required journalism courses as they are offered.**

Business Core Continued:

MKTG 353	Advertising and Promotion (MKTG 351 pre-req.)
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Journalism Core:

JOUR 371	Communications Law
JOUR/ IMC	Up to 13 hours of JOUR or IMC Electives
	- Choose from JOUR or IMC courses available.
	- Offerings may vary by semester and campus.
	- <i>Students may need at least one elective at the 300-level to complete the 42-hour JOUR/ IMC course requirements for the degree.</i>

Other:

Diversity Requirement (see UM undergraduate catalog for details)

***To qualify for the UM Bachelor of Science in
Integrated Marketing Communications degree students are required to:***

- Successfully complete 124 college hours*
- Successfully complete 42 hours of courses at the 300-level and above*
- Transfer no more than 62 hours of community college course credit*
- A minimum grade of "C" is required for all Journalism, IMC, & Business courses*
- All majors are required to have a specified Mac Book Pro computer*