

# Integrated Marketing Communications



**NORTHWEST**  
MISSISSIPPI COMMUNITY COLLEGE  
DESOTO CAMPUS



DeSoto

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

**Literature (choose two)** 6 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** 3 hours  
SOC 2113-Introduction to Sociology  
SOC 2133-Social Problems  
SOC 2143-Marriage and Family  
ECO 2113-Principles of Macroeconomics  
ECO 2123-Principles of Microeconomics  
EPY/PSY 2533-Human Growth and Development  
EPY/PSY 2513-Child Psychology  
PSY 1513-General Psychology  
PSC 1113-American National Government

**History (choose two)** 6 hours  
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 1533 & 1531-Survey of Anatomy & Physiology  
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

**Mathematics** 3 hours  
MAT 1753 Quantitative Reasoning (or higher)

**Basic Computer Skills** 3 hours  
CSC 1123- Computer Applications I

## Additional Courses

**Language (choose either Computer Science 3-12 hours or Foreign Language)**

**Computer Science Language**  
CSC 1213-Basic Computer Programming I  
**OR**

**Foreign Language (1-4 of same language)**  
MFL 1213- Spanish I  
MFL 1223- Spanish II  
MFL 2213- Spanish III  
MFL 2223- Spanish IV

**Diversity Requirement (choose one)** 3 hours  
PHI 1113-Old Testament Survey  
PHI 1133-New Testament Survey  
PHI 2613-World Religions I  
PHI 2623-World Religions II

**Humanities (not previously selected)** 3 hours  
PHI 1113-Old Testament Survey  
PHI 1133-New Testament Survey  
PHI 2613-World Religions I  
PHI 2113-Introduction to Philosophy  
PHI 2143-Ethics  
PHI 2713-Logic

**Business Courses** 6 hours  
ACC 2213-Principles of Accounting I (with "C" or better)  
ECO 2113-Principles of Macroeconomics (with "C" or better)  
**OR**  
ECO 2123-Principles of Microeconomics (with "C" or better)

**Public Speaking** 3 hours  
SPT 1113- Public Speaking

**IMC majors may apply 60 community college credit hours to the bachelor's degree.**