

Bachelor of Science - Integrated Marketing Communications

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

ITAWAMBA COMMUNITY COLLEGE

GENERAL EDUCATION REQUIREMENTS

COURSE	DESCRIPTION	GRD	HRS
FIRST YEAR WRITING			6
ENG 1113	English Composition I		
ENG 1123	English Composition II		
ENGLISH LITERATURE SURVEY			6
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		
MODERN ANCIENT OR COMPUTING LANGUAGE			6-12
MFL 1213	Spanish I		
MFL 1223	Spanish II		
MFL 2213	Spanish III		
MFL 2223	Spanish IV		
<i>or</i>			
CSC 1123	Computer Applications I		
CSC 1213	Basic Computer Programming		
HISTORY			6
<i>Cannot Combine HIS 1163 & HIS 1113</i>			
HIS 1163	World Civilizations I		
HIS 1613	African-American History		
HIS 1113	Western Civilization I		
HIS 1123	Western Civilization II		
HIS 2213	American History I		
HIS 2223	American History II		
HUMANITIES			3
PHI 1113	Old Testament Survey		
PHI 1133	New Testament Survey		
PHI 1163	Acts and Epistles		
PHI 2113	Introduction to Philosophy I		
PHI 2143	Introduction to Ethics		
PHI 2613	Introduction to World Religions		
HUM 1113	Humanities I		

REQUIREMENTS

A maximum of 62 hours of transfer credit may be applied.

FINE ARTS			3
ART 1113	Art Appreciation		
ART 2713	Art History I		
ART 2723	Art History II		
MUS 1113	Music Appreciation		
SPT 2233	Theatre Appreciation		
MATHEMATICS			3
<i>Select any Mathematics Course with the Exception of MAT 1723 or MAT 1733</i>			
POLITICAL SCIENCE			3
PSC 1113	American National Government		
NATURAL SCIENCE			11-12
<i>Select Two Laboratory Sciences (8) ; Select One Non-Laboratory Science (3)</i>			
DIVERSITY			3
PHI 1113	Old Testament Survey		
PHI 1133	New Testament Survey		
PHI 1163	Acts and Epistles		
PHI 2613	Introduction to World Religions		

MAJOR REQUIREMENTS

COURSE	DESCRIPTION	GRD	HRS
COMMUNICATIONS			3
COM 2483	Intro to Mass Communications		
PUBLIC SPEAKING			3
SPT 1113	Public Speaking		
BOA 2613	Business Communications		

MINOR REQUIREMENTS

COURSE	DESCRIPTION	GRD	HRS
ACCOUNTING			3
ACC 2213	Principles of Accounting I		
ECONOMICS			3
ECO 2113	Principles of Economics (Macro)		
ECO 2123	Principles of Economics (Micro)		



Fall 2023 through Summer 2024	B.S. in Integrated Marketing Communications		MINIMUM TOTAL CREDIT HOURS: 124
GENERAL EDUCATION REQUIREMENTS General Education (approximately 48-52 hours) for the Bachelor of Science in IMC.	MAJOR REQUIREMENTS A minimum grade of C is required in all IMC core courses that apply toward the major	MINOR REQUIREMENTS An average grade of C is required for the business minor	
First Year Writing I (3 hours)	IMC CORE (39 hours)	General Business Minor (18 hours) REQUIRED	
Hon 101, Writ 100 or Writ 101	Jour 101—Media, News, and Audience (3 hours)		
First Year Writing II (3 hours)	IMC 104—Intro to IMC (3 hours)	Accy 201 OR Accy 202 (3 hours)	
Hon 102, Liba 102, Writ 102	IMC 205—Writing for IMC (3 hours)	Econ 202 OR 203 (3 hours)	
English Literature Survey (6 hours)	Jour 273—Creative Visual Thinking (3 hours)	GB 310, GB 320, GB 330, GB 350, OR GB 370 (12 hours)	
Eng 220, 221, 222 223, 224, 225, 226, 22X	IMC 304—Account Planning (3 hours)	*A minimum, average 2.00 GPA is required for coursework completed for the business minor.	
Foreign Language (12 hours) or Computer Science (6 hours)	IMC 306—Internet Marketing (3 hours)		
12 hours with 6 hours at the 200-level or higher in a single language OR 6 hours of computer language (CSCI 191 and 203)	Jour 369—Media Law and Ethics (3 hours)		
History (6 hours)	IMC 390—Advanced. Writing for IMC (3 hours)		
Any history courses	IMC 391—Public Relations (3 hours)		
Humanities (3 hours)	IMC 404—IMC Research (3 hours)		
Any African American Studies, Classics, Philosophy, Religion; Hon 101, 102; G St 103, 201, 202, 311, or 390; Liba 202; Southern Studies (100-level only); DMS 101	IMC 455 IMC Campaigns (3 hours)		
Fine Arts (3 hours)	Bus 271, Spch 102, Spch 105, OR Jour 330 (3 hours)		
Any Art History (AH); Mus 101, 102, 103, 104, 105; Thea 201, 202; Danc 200; Liba 130	300+ level Mktg (NOT MKTG 351), IMC, or Jour elective (3 hours)		
Mathematics (3 hours)	*A minimum Grade of C is required in all IMC core courses that apply for the major.		
Any college-level math. Recommend: Math 121		Electives to bring the total minimum number of hours to 124.	
Social Science (3 hours)	CO-CURRICULAR ACTIVITIES (OPTIONAL)	At least 42 hours of coursework in the general education, major, minor, and elective hours must be at the 300-level or above.	
3 hours from anthropology, political science, psychology, or sociology			
Natural Science (6 hours)			
Biology (cannot take BOTH BISC 102 AND 160 OR BISC 104 AND 162); Chemistry (NOT CHEM 101); Geology (cannot take BOTH Geol 101 AND 104); Liba 150, 151; Astronomy (CANNOT take BOTH Astr 101 AND 103) OR ASTR 101 AND 104) or Physics; each lecture course must be a minimum of three credit hours	Please speak with your advisor about opportunities to get experience practicing your IMC skills through our school-sponsored media outlets, internships, and other programs.		
Diversity (3 hours)			
This course is in addition to any course used to fulfill the humanities requirement. Any African American Studies, Gender Studies, Religion, or Southern Studies; Anth 101, 301, 303, 307; Soc 313, 325, or 413; Jour 345, 513; 3 hours from an approved study abroad experience.			

SAMPLE DEGREE MAP
 BACHELOR OF SCIENCE IN INTEGRATED MARKETING COMMUNICATIONS
 (EFFECTIVE 2019 - 124 CREDIT HOURS)

YEAR	FIRST SEMESTER	HOURS	SECOND SEMESTER	HOURS
FRESHMAN	JOUR 101	3	IMC 104	3
	WRIT 100 OR 101	3	MATH 121	3
	FINE ART	3	WRIT 102 OR LIBA 102	3
	CSCI 191 OR LANGUAGE 111	3 OR 6	CSCI 203 OR LANGUAGE 211	3 OR 6
	EDHE 105	3	HISTORY	3
	TOTAL CREDIT HOURS	15 OR 18	TOTAL CREDIT HOURS	15 OR 18
SOPHOMORE	IMC 205	3	IMC 390	3
	ACCY 201	3	ECON 202	3
	SOCIAL SCIENCE	3	BUS 271/SPCH 102/ 105 OR JOUR 330	3
	SCIENCE	3	JOUR 371	3
	HISTORY	3	ENGLISH 22X	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15
JUNIOR	IMC 304	3	IMC 391	3
	JOUR 273	3	GB 320	3
	GB 310	3	SCIENCE	3
	ELECTIVE	3	*HUMANITIES	3
	ENGLISH 22X	3	*GENERAL ELECTIVE	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15
SENIOR	IMC 306	3	IMC 455	3
	IMC 404	3	GB 370	3
	GB 350	3	DIVERSITY	3
	300+ MKTG, IMC, OR JOUR	3	300+ GENERAL ELECTIVE	3
	300+ GENERAL ELECTIVE	3	GENERAL ELECTIVE	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

INFORMATION CONCERNING SCHOOL OF JOURNALISM AND NEW MEDIA REQUIREMENTS:

- A minimum grade of C is required for all IMC courses applied to the major.
- Students must complete 42 hours of 300+ level coursework.
- Honors students should refer to the prescribed honors curriculum set forth by the Sally McDonnell Barksdale Honors college.
- Each senior must apply for a degree by submitting an Intent to Graduate Form to the Dean's Office at least two semesters preceding the semester in which the student expects to graduate.
- Refer to the Academics and Admissions section in the catalog for all rules associated with the B.S. in IMC degree, such as residency requirements for majors and minors.

INFORMATION CONCERNING GENERAL RULES, REGULATIONS AND MINIMUM REQUIREMENTS

- An overall 2.0 GPA or higher is required on all work attempted at UM, all college work attempted at any institution of higher learning (UM and transfer work), and all coursework submitted toward the degree.
- At least 25% of the hours required for an undergraduate degree must be taken in residence, with at least 12 of the last 21 credit hours completed at UM.
- In addition, at least 30 semester hours of residence credit must be taken in the school or college recommending the degree.
- The limit on the acceptance of credit from a junior or community college is one-half the total requirements for a degree.

Refer to the Undergraduate Academic Regulations section in the catalog for all university degree requirements.