



**PROGRAM GUIDE**

BACHELOR OF SCIENCE 2009-2010  
**SCHOOL OF COMMUNICATION**  
Integrated Marketing Communication

Student's Name \_\_\_\_\_

Entrance Date \_\_\_\_\_

**ADMISSION REQUIREMENTS (60)**

- \_\_\_\_\_ Associate Degree or 60 credit requirement met.
- \_\_\_\_\_ Five-year post high school experience requirement met.

**Required Distribution**

60-hour admission requirement must include a minimum 3 credits from each distribution area below.

Missing required distribution classes may be taken as part of 15-credit co-requisite electives in right column

**Computer Science**

- \_\_\_\_\_ CMPS 110 Intro to Computer Literacy  
or  
CMPS 111 Information Literacy 3  
(Students with advanced computer skills may take a higher level CMPS course)

**Math/Science**

- \_\_\_\_\_ MATH 150 Mathematical Experience\* 3
- \_\_\_\_\_ NSET 110 Intro Natural Sciences I 3
- \_\_\_\_\_ NSET 111 Intro Natural Sciences II 3  
\* or MATH 180 or 190

**Humanities**

- \_\_\_\_\_ ENGL 150 English Composition I 3
- \_\_\_\_\_ ENGL 151 English Composition II 3
- \_\_\_\_\_ ENGL 250 World Literature I 3
- \_\_\_\_\_ ENGL 251 World Literature II 3

**Social Science**

- \_\_\_\_\_ HIST 250 Intro Study of History 3
- \_\_\_\_\_ POLS 250 Intro Government Systems 3
- \_\_\_\_\_ PSYC 150 Psychological Foundations 3
- \_\_\_\_\_ SOC 150 Sociological Foundations 3

\*Verified by admissions

**CO-REQUISITE CORE ELECTIVES (15)**

15 credits must be taken from among the following courses if all required distribution has been met.

BMGT 207, Human Resource Mgt; BUS 302, Sales and Customer Service; BMGT 304, International Mktg.; BUS 412, Modern Economic Principles; BUS 402, Financial Reporting and Control; BUS 411, Business Information Systems; BUS 308, Quantitative Methods; BUS 311, Practical Psychology of Negotiating

_____	_____	_____	_____	3
_____	_____	_____	_____	3
_____	_____	_____	_____	3
_____	_____	_____	_____	3
_____	_____	_____	_____	3

**DEPARTMENT MAJOR REQUIREMENTS (45)**

(3 credits in each of the following classes)

_____ IMC 301 Mass Media, the Corp & Society	3
_____ IMC 302 Information Sources & Strategies	3
_____ IMC 303 Corporate Writing	3
_____ IMC 304 Presentation Skills Prof Comm	3
_____ IMC 305 Writing for Media Distribution	3
_____ IMC 307A. Communication Planning	3
_____ IMC 306 Design & Product of Corp Comm	3
_____ IMC 400 Advert Copywriting & Campaigns	3
_____ IMC 401 Law & Ethics of Communications	3
_____ IMC 403A Communications Applications	3
_____ IMC 404 Integrated Mktg. Comm. Planning	3
_____ IMC 405 Capstone Project	3
_____ BMGT 205 Principles of Marketing	3
_____ BMGT 311 Marketing Research	3
_____ BMGT 411 Advanced Marketing Mgt.	3

**Luncheon Workshops**

\_\_\_\_\_ 8 required over two years

**GRADUATION REQUIREMENTS SUMMARY**

Admission requirements	60
Co-requisites core electives	15
Major requirements	45
<b>Graduation requirements</b>	<b>120</b>

*Heleen Filer 8/5/09*  
 \_\_\_\_\_  
 Dean's Initials/Chair's Initials/Date