

BACHELOR OF SCIENCE INTEGRATED MARKETING COMMUNICATIONS

2011-2012

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 (3)

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

Math Science (9)

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

Humanities (12)

___	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 (12)

___	HIST	150	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)

Any FIVE BUS 300+ courses as per advisor approval

___	___	___	_____	3
___	___	___	_____	3
___	___	___	_____	3
___	___	___	_____	3
___	___	___	_____	3

DEPARTMENT MAJOR REQUIREMENTS (45)

(3 credits in each of the following classes)

___	IMC	301	Intro to Mass Comm OR JOUR 101	3
___	IMC	306	Intro to Desktop Publishing OR JOUR 103	3
___	IMC	310	Introduction to IMC	3
___	IMC	315	Adv. Desktop Publishing OR JOUR 407	3
___	IMC	320	Web Publishing OR JOUR 365	3
___	IMC	330	PR Writing	3
___	IMC	400	Ad Copywriting & Layout OR JOUR 301	3
___	IMC	401	Law & Ethics of Corp Comm	3
___	IMC	405	Capstone Project	3
___	JOUR	371	Strategic Planning & Applications	3
___	JOUR	472	Media Planning and Buying	3
___	JOUR	474	IMC Writing and Design	3
___	BUS	413	Modern Marketing Concepts	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
<u>Major requirements</u>	<u>45</u>
	120

Program Objectives

B.S. Integrated Marketing Communications

Upon successful completion of this program, a student will be able to:

1. Demonstrate professional writing, design, marketing, and presentation skills.
2. Develop research and strategic planning skills needed to identify IMC publics and plan communications campaigns.
3. Appraise the value and strength of advertising, public relations, direct communications and promotion.
4. Develop complete plans in advertising, public relations, and marketing management.
5. Create marketing communications plans for clients.