

BA-IMCO - Bachelor of Arts in Integrated Marketing Communication

General

Department

Mass Communication

Program Long Title

Bachelor of Arts in Integrated Marketing Communication

Program Description

Students majoring in Integrated Marketing Communication are interested in careers in the communication professions that support the marketing of products and services to consumers and business organizations, including social media, advertising, public relations, integrated marketing communication, and corporate communication.

By the time of graduation, integrated marketing communication graduates are expected to be able to gather, organize and process information and data, conduct interviews, write in professional style to a professional level of competence, and produce marketing communication messages and materials in printed, electronic or multimedia form, all while meeting standards of professional law and ethics.

Requirements

Free Form Requirements

GENERAL EDUCATION		SEMESTER HOURS
ACAD 101	Principles of the Learning Academy	1
Shared Skills and Proficiencies		
Writing and Critical Thinking		
WRIT 101	Composition	3
HMXP 102	Human Experience	3
CRTW 201	Critical Reading, Thinking & Writing	3
Oral Communication	Met in major with SPCH 201	0
Technology	Met in major with IMCO 205	0
Intensive Writing	See approved list	0
Constitution Requirement	See approved list; may be met with other requirement	0-3
Physical Activity	See approved list	1
Thinking Critically Across Disciplines*		
Global Perspectives	See approved list	3
Historical Perspectives	See approved list	3
Introducing Students to Broad Disciplinary Perspectives*		
Social Science	See approved list; must include 2 designators	6
Humanities and Arts	See approved list; must include 2 designators	6
Quantitative Skills and Natural Science*	(3 courses)	3-4
Quantitative Skills	See approved list; met in major with MATH 151 and in minor with BSAN/QMTH 205	0
Natural Science	See approved list; [Must include a lab science. If 2 courses taken, must be in 2 different groups: <i>Life, Physical, Earth</i>]	(3-4)
<i>*No more than two courses in the major may count toward requirements in these areas</i>		
Subtotal		32-36
Requirements in Major	C- or higher required in all IMCO and MCOM courses	51.5-53.5
SPCH 201	Public Speaking	3
MATH 151	Applied College Algebra	3
CSCI 101N	Learning Adobe InDesign	.5
DESF 222	Visual Thinking & Symbolic Communication	3
Visual Arts:		
VCOM 258, 259, 262, or 392	Intro to Typography, Graphic Design, Web Design, or Special Topics	3
VCOM 322	User Experience Design	3
IMCO 205	Media & Society	3
IMCO 206	Leadership in Digital Media	1
IMCO 226	Multimedia Storytelling and Production	3
IMCO 241	Writing for Journalism and Digital Content	3
IMCO 301	Media Research and Analysis	3
IMCO 341	Strategic Communication	3
IMCO 346	Digital Newsroom, Social Media & Marketing I	3
IMCO 349	Digital Newsroom, Social Media & Marketing II	3
IMCO 415	Mass Media Law & Ethics	3
IMCO 475	Winthrop Creative	3
MCOM 461-463	Mass Communication Internship	1-3
IMCO 499	Career Portfolio	1
MCOM or IMCO elective		6
Marketing Minor Required+		15.5
Foreign Language Requirement		3-8^
General Electives		7-18
Total		120

^ Students completing the required program for the B.S. degree in Integrated Marketing Communication must demonstrate proficiency in a foreign language at or above the second semester college level. This requirement may be met by a satisfactory score of a recognized examination or by passing any foreign language course numbered 102 or any course with 102 as a prerequisite.

**MCOM 241 must be taken at a Winthrop or at an ACEJMC accredited institution.

+For marketing minor requirements, please see the catalog section for minors.

The student must attain a cumulative grade-point average of 2.0 or better in courses taken at Winthrop and included in the required courses in the integrated marketing communication program.

The integrated marketing communication major is limited to 40 hours of MCOM and IMCO courses. Students who exceed these maxima will not be allowed to apply those additional hours toward the 120 required hours for the degree program.

A maximum of 12 semester hours may be transferred into the major from other accredited institutions.