

DEGREE CHECKLIST (College of Arts and Sciences)

2024-2025 Catalog

NAME

ID#

MAJOR B.A. — INTEGRATED MARKETING COMMUNICATION

GENERAL EDUCATION REQUIREMENTS (35-39 semester hours)

| | Check | Hrs. |
|--|-------|-------|
| ACAD 101 (Required of first-time freshmen only) | _____ | 1 |
| Writing and Critical Thinking: | | |
| WRIT 101 (grade of C+ is required for IMCO major) | _____ | 3 |
| HMXP 102 (grade of C+ is required for IMCO major) | _____ | 3 |
| CRTW 201 (grade of C- or better in HMXP 102 is required) | _____ | 3 |
| Oral Communication (met in major with SPCH 201) | _____ | 0 |
| Technology (met in major with IMCO 205) | _____ | 0 |
| Intensive Writing (see approved list) | _____ | 0-3 |
| _____ | _____ | 0-3 |
| Constitution-Founding Documents Req. (see approved list; may be met by other req.) | _____ | 1 |
| _____ | _____ | 3 |
| Physical Activity (see approved list) | _____ | 3 |
| _____ | _____ | 3 |
| Global Perspectives (see approved list; may be met in major)* | _____ | 3 |
| _____ | _____ | 3 |
| Historical Perspectives (see approved list)* | _____ | 3 |
| _____ | _____ | 3 |
| Social Science (see approved list; must include 2 designators)* | _____ | 3 |
| _____ | _____ | 3 |
| Humanities and Arts (see approved list; must include 2 designators; may be partially met in major)* | _____ | 3 |
| _____ | _____ | 0-3 |
| Quantitative Skills (met in major with MATH 151 & QMTH 205)* | _____ | 0 |
| Natural Science (see approved list; must include a lab science; if 2 courses taken, must be in 2 groups: <i>Life, Physical, Earth</i>) | _____ | 3-4 |
| _____ | _____ | 0-4** |

*No more than two courses in the major may count toward requirements in these areas.

**3 courses required in Quantitative Skills/Natural Science: 1 Quantitative Skills, 1 Natural Science, and 1 additional Quantitative Skills or Natural Science.

FOREIGN LANGUAGE (3-8 semester hours)

| | | |
|--------------------------------|-------|-----|
| _____ | _____ | 3-4 |
| _____ | _____ | 0-4 |
| 102 level proficiency required | | |

NOTES

- Unless stated otherwise, a single course **may not** be used for more than one General Education requirement or in a major and a minor.
- Designators that differ only for the purpose of theory and application will be considered the same designator.
- Students should complete WRIT 101, HMXP 102 and CRTW 201 with a C- or better early in their academic careers. However, C+ or better is required in HMXP 102 and CRTW 201 for IMCO major.

MAJOR REQUIREMENTS (50.5-52.5 semester hours)

| Course & No. | Hrs. | Check | Course & No./Hrs./Check |
|----------------------------|---------|-------|--------------------------------|
| SPCH 201 | (3) | _____ | IMCO 241 (3) _____ |
| MATH 151 | (3) | _____ | IMCO 341 (3) _____ |
| CSCI 101/101N & F | (2.5) | _____ | IMCO 346 (3) _____ |
| DESF 222 | (3) | _____ | IMCO 349 (3) _____ |
| Visual Arts | | | IMCO 415 (3) _____ |
| VCOM 258, 259, 262, or 392 | (3) | _____ | IMCO 475 (3) _____ |
| VCOM 322 | (3) | _____ | MCOM 461-463 (1-3) _____ |
| | | | IMCO 499 (1) _____ |
| IMCO/MCOM Courses | | | MCOM or IMCO _____ (3) _____ |
| IMCO 205 | (3) | _____ | |
| IMCO 206 | (1) | _____ | |
| IMCO 226 | (3) | _____ | |

REQUIREMENTS FOR MARKETING MINOR (15.5 hours)

| Course & No. | Hrs. | Check | Course & No. | Hrs. | Check |
|----------------|---------|-------|--------------|-------|-------|
| CSCI 101B | (0.5) | _____ | MKTG 380 | (3) | _____ |
| BSAN/QMTH 205* | (3) | _____ | MKTG 385 | (3) | _____ |
| MKTG 381 | (3) | _____ | MKTG 387 | (3) | _____ |

*or equivalent statistics course

NOTE: The minor must meet all prerequisites for required courses listed in the minor.

ELECTIVES (5-16 semester hours)

| | |
|-----------------|-----------------|
| _____ () _____ | _____ () _____ |
| _____ () _____ | _____ () _____ |
| _____ () _____ | _____ () _____ |

- 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 38 hours of MCOM and IMCO courses and 30 hours of business administration courses (excluding CSCI and QMTH as prescribed by major). Students who exceed these maxima will not be allowed to apply those additional hours toward the degree program.
- At least 35 semester hours of the 47 required in mass communication and business administration must be completed at Winthrop University. A maximum of 12 semester hours may be transferred into the major from other accredited institutions; additional transfer hours in journalism, mass communication, integrated marketing communication, marketing and management will not apply toward the major and will not apply toward the degree if they exceed the maximum of 36 hours in MCOM and IMCO or 30 hours in business administration. Students must complete at least 72 hours outside of MCOM.
- Attendance at three cultural events is required for each 20 hours completed in residence at Winthrop. Note exceptions in the undergraduate catalog.
- MCOM 241 must be taken at Winthrop or an ACEJMC accredited institution. MCOM 241 has prerequisites of C+ or better in WRIT 101 and HMXP 102 and a GPA of at least 2.0.
- See complete catalog requirements at www.winthrop.edu/recandreg