COMMUNICATION: INTEGRATED MARKETING COMMUNICATIONS Bachelor of Arts (BA) A32U

At least 120 hours are required for graduation.
Students must earn a 2.5 overall GPA and a 2.5 GPA in the Communication major.
Students must also complete all courses required for Liberal Arts and Sciences General Education.
Foreign Language courses (or equivalents) are required for all BA degrees in the College of Liberal Arts and Sciences.

Students who wish to major in Communication must officially declare the major and must complete:
- ENGL 101 College English I (3) with a grade of C or better
- ENGL 102 College English II (3) with a grade of C or better
- COMM 111 Public Speaking (3) with a grade of C or better

Grammar, Spelling, and Punctuation Dept. Exam (GSP) with passing grade before enrolling in COMM 301.
GSP Test is given in COMM 130 or you can contact: Communication Dept 102 Elliott Hall 978-3185

COMMUNICATION MAJOR: 45 hours

Communication Core: 21 hours

either 130 Communication and Society (3)
OR 190 Introduction to Human Communication (3)
301 Writing for the Mass Audience (3) (GSP test with passing grade required to enroll)

either 305 Visual Technologies (3)
OR 306 Introduction to Multimedia (3)
325 Speaking in Business and the Professions (3)
535 Communication Analysis and Criticism (3)

Select two of the following:
430 Communication Research and Inquiry (3)
630 Communication Law and Responsibility (3)
631 Historical and Theoretical Issues in Communication (3)

Integrated Marketing Communications: 18 hours

324 Integrated Marketing Communications (3)
450 Integrated Marketing Communication Strategy (3)
502 Public Information Writing (3)
525 Advertising Copywriting (3)
626 Integrated Marketing Communication Campaigns (3)

Select 3 credit hours of upper division communication elective credit

OUTSIDE REQUIREMENTS: All students in integrated marketing communications must complete the following:

MKT 300 Marketing (3)
MKT 405 Consumer Behavior (3)

MINOR:
A minor in the Elliott School of Communication consists of two core courses plus 12 hours of electives (with 6 hours at the 300 level or above) chosen with the approval of a Communications Departmental advisor.