

INTEGRATED MARKETING COMMUNICATION GUIDED PATHWAY

Arts, Language and Communication Meta-Major

Are you passionate about creating impactful marketing messages for products and services to consumers and business organizations? If so, the Integrated Marketing Communication major at Winthrop may be the perfect fit! Earn an Associate of Arts in the Arts, Language and Communication Meta-Major from York Technical College and transfer to Winthrop University to earn your Bachelor of Science in Integrated Marketing Communication. This dynamic degree prepares you for a career in communication professions where you will conduct interviews, and prepare and produce marketing communication messages and multimedia materials, all while meeting standards of professional ethics.

TERM 1 at York Technical College		
Course		√
COL 101: College Orientation	1	
ENG 101: English Composition I	3	
MAT 103: Quantitative Reasoning	3	
ENG 102: English Composition II	3	
HIS 102: Western Civilization post 1689	3	
PSC 201: American Government	3	
Total credits:	16	

TERM 2 at York Technical College		
Course		√
HIS 201: American History to 1877	3	
ENG 208: World Literature I	3	
SPC 205: Public Speaking	3	
ECO 210: Macroeconomics	3	
AST 101: Solar System Astronomy	4	
Total credits:	16	

TERM 3 at York Technical College		
Course		√
MUS 105: Music Appreciation	3	
SPA 101: Elementary Spanish I	4	
PSY 201: General Psychology	3	
SPA 102: Elementary Spanish II	4	
Total credits:	14	

TERM 4 at York Technical College		
Course		√
BIOL 105: Principles of Biology	4	
SOC 101: Introduction to Sociology	3	
ART 101: Art History and Appreciation	3	
CPT 101: Introduction to Computers	3	
HIS 202: American History Post 1877	3	
Total credits:	16	

TERM 5 at Winthrop University		
Course		√
HXCT 301: Human Experience/Critical Reading, Thinking and Writing	3	
Art Course (From list)	3	
MCOM 226: Multimedia Storytelling and Production	3	
MCOM 230: Fndn. of Digital Media	3	
IMCO 105: Intro to IMC	1	
CSCI 101B: Using Microsoft Excel	0.5	
MCOM Elective > 299	3	
Total credits:	16.5	

TERM 6 at Winthrop University		
Course		√
QMTH 205: Quantitative Methods in Business	3	
MGMT 321: Management and Leadership	3	
MCOM241: Media Writing	3	
IMCO 341: Advertising Principles	3	
MKTG 380: Principles of Marketing	3	
Total credits:	15	

TERM 7 at Winthrop University		
Course		√
MCOM 310: Mass Media Law	3	
IMCO 349: Advertising Copy and Layout	3	
IMCO 370: Public Relations Principles	3	
MKTG 381: Consumer Behavior	3	
MKTG 385: Marketing Research	3	
Total credits:	15	

TERM 8 at Winthrop University		
Course		√
Business Course (From list)	3	
IMCO 471: Public Relations Writing and Production	3	
IMCO 475: Senior Seminar	3	
MCOM 499: Senior Portfolio	1	
MCOM Elective >299	3	
MATH 151: Applied College Algebra	3	
Total credits:	16	

Advising Topics (at York Tech)	Term 1	Term 2	Year 1	Term 3	Term 4	Year 2
Monitor York Tech e-mail	*	*		*	*	
Schedule/ attend advising appointment & register for next semester classes through Navigate. https://yorktech.navigate.eab.com	*	*		*	*	
Build academic plan in Navigate Planner	*					
Create profile in the WU Credit Transfer Evaluator https://winthrop.transfer.degree/app/index.html	*					
Add YTC courses to WU Credit Transfer Evaluator to monitor degree progress	*	*		*	*	
Complete FAFSA. (YTC Code: 003996)			*			*
Maintain a cumulative GPA of 3.0 or higher to be eligible for WU transfer scholarships. Maintain 3.0 & 30 credit-hours for LIFE Scholarship	*		*			*
Apply for YTC scholarships www.yorktech.edu/Scholarships/			*			*
Attend WU Transfer Information Session https://www.winthrop.edu/admissions/visit-the-campus.aspx				*	*	
The semester before you plan to transfer to WU, complete the WU Transfer Application (apply.winthrop.edu/apply) and send your unofficial YTC transcript to WU					*	
Apply for YTC graduation					*	
When your final grades are posted for your last YTC classes, send your official transcript to WU.					*	
Advising Topics (at Winthrop)	Term 5	Term 6	Year 3	Term 7	Term 8	Year 4
Monitor Winthrop e-mail	*	*		*	*	
Schedule and attend advising appointment	*	*		*		
Declare a minor if applicable	*					
Review interim grades	*	*		*	*	
Track use of S/U and repeat options	*	*		*	*	
Track cultural events	*	*		*	*	
Maintain a 3.0 or higher GPA & 30 credit-hours per year for LIFE Scholarship			*			*
Complete HXCT 301 with a grade of C- or better			*			
Register for next semester classes	*	*		*		
Monitor progress on 40 credit hours above 299		*		*		
Monitor degree progress in Degree Works	*	*		*	*	
Apply online for graduation				*		