Integrated Marketing Comm. MAJOR MAP

Possible Programs of Study:

1ST YEAR
Fall: ACAD 101 (1), IMCO 105 (1), Technology (3), WRIT 101 (3), Social Science (3), Constitution Req (3), Physical Activity (1)
Spring: HMXP 102 (3), Historical Perspectives (3), Natural Science (4), Math 151** (3), MCOM 226 (3), MCOM 230 (3)
**Quantitative

2ND YEAR
Fall: CRTW 201 (3), Foreign Language 101 (4), QMTH 205 (3), MCOM 241 (3), MCOM 344 (3)
Spring: Natural Science (3), Social Science (3), Foreign Language 102 (4), SPCH 201** (3), QMTH 210** (3)
**Oral Communication

3RD OR FINAL YEAR
Fall: Global Perspectives (3), MKTG 380 (3), MGMT 321 (3), MCOM 349 (3), ARTS 305 (3) or 311 (3) OR VCOM 222, 258, 259, 354 (3)
Spring: Humanities & Arts
Spring: Humanities & Arts (3), Social Science (3), General Elective (3), MKTG 381 (3), ACCT 280 (3), OR MCOM 341 (3), OR MKTG 387, 483, 581 (3), MCOM 340 (3)

4TH OR FINAL YEAR
Fall: Historical Perspectives (3), General Elective (3) "Intensive Writing, MKTG 385 (3), MCOM 471 (3), MCOM Elective (3) "Internship Opportunity
Spring: General Elective (3), General Elective (3), MCOM 499 (3), IMCO 475 (3), MCOM 481, 482, 483 (Internship: 1-3)

GET RELEVANT EXPERIENCE
(clubs, jobs, volunteering, research, internships...)
Develop lab-based projects; participate in hands-on classroom work; seek individualized instruction; develop teamwork building with fellow students.

GET CONNECTED WITH THE COMMUNITY
(conferences, student gov’t, associations...)
Organize special events; conduct workshops; shadow media professionals

GET THINKING GLOBALLY
(study abroad, travel, 3rd year exchange...)
Consider opportunities for study abroad and global awareness; begin planning for short-term study abroad trips; connect with international study community at Winthrop.

GET READY FOR LIFE AFTER GRADUATION
(career or grad school prep)
Begin connecting by inviting professionals for campus visits; begin building professional portfolio.

AFTER GRADUATION
CAREERS OF INTEREST
Marketing promotions
Digital marketing
Content Management
Social Media Management
Advertising Agency
PR Agency/Consultancy
Public Relations/Corporate Communication
Branding
Communication analytics
Health communication
Arts promotions
Sports Marketing/Promotions
Public affairs (local/state/federal)
University Relations
Non Profit promotions

GET THINKING GLOBALLY
(study abroad, travel, 3rd year exchange...)
Explore courses in international and intercultural communication; consider options for study abroad, including short-term and semester-length studies.

GET READY FOR LIFE AFTER GRADUATION
(career or grad school prep)
Winthrop Association of Black Journalists, Society of Professional Journalists, Association for Women in Communication, American Marketing Association, Video Production Club

GET THINKING GLOBALLY
(study abroad, travel, 3rd year exchange...)
Special relationships with universities in England, Ireland, Spain, Australia and Norway; explore opportunities elsewhere

GET READY FOR LIFE AFTER GRADUATION
(career or grad school prep)
Digital portfolio production, resume building, mock interviews, professional speakers, ethics and etiquette in business, job searching

GET THINKING GLOBALLY
(study abroad, travel, 3rd year exchange...)
Welcome cohort of international students from ISCOM Montpellier studies; share study abroad activities with other students.

GET READY FOR LIFE AFTER GRADUATION
(career or grad school prep)
Focus on career prep - resumes, cover letters, LinkedIn profiles, refinement of portfolio. connections with Career and Civic Engagement.