

DEGREE CHECKLIST (College of Arts and Sciences)

2008-2009 Catalog

NAME	ADVISER	MAJOR B.S. – INTEGRATED MARKETING COMMUNICATION
GENERAL EDUCATION REQUIREMENTS		MAJOR/PROGRAM REQUIREMENTS (57-59 semester hours)
	Check	
		Hrs.
ACAD 101 (required of all first-time freshmen only)	_____	0-1
Critical Writing and Critical Thinking		
WRIT 101 (A grade of C- or better is required)	_____	3
CRTW 201 (A grade of C- or better in HMXP 102 is required as a prerequisite)	_____	3
Quantitative Skills		
CTQR 150 or MATH 105 or MATH 201 or a		
MATH course with MATH 201 as a prerequisite _____	_____	3
Logic/Language/Semiotics		
Foreign Language (102-level Proficiency)		
_____	_____	3-4
Oral Communication		
SPCH 201	_____	3
Technology (met by major)		0
Skills for Common Experience and Thinking Across Disciplines		
HMXP 102 (A grade of C- or better in WRIT 101 is required as a prerequisite)	_____	3
Global Perspectives		
See approved list _____	_____	3
Historical Perspectives		
HIST 212 or 308 or 507 or 509 _____	_____	3
Developing Critical Skills and Applying them to Disciplines		
Natural Science (See approved list, must include <u>7 hours</u> from two of three categories; one course must be a lab science)		
_____	_____	3-4
_____	_____	3-4
Social Science		
See approved list: _____	_____	0-3*
ECON 215	_____	3
PSYC 101	_____	3
Humanities and Art		
VCOM 222, 251, or 258; ARTS 305 or 311 _____	_____	3
See approved list: must include 2 designators in Humanities/Art category		
_____	_____	3
_____	_____	0-3*
*A <u>total</u> of 15 hours is required in Social Science/Humanities & Arts.		
Intensive Writing (See approved list; may be met by another requirement)		
_____	_____	0-3
Constitution Requirement (See approved list; may be met by another requirement)		
_____	_____	0-3
SUBTOTAL		46-54
		IMCO 105 Introduction to Integrated Marketing Communication 1 _____ CSCI 101 & 101 A, B, C Intro to Computers & Information Processing and labs 3 _____ ACCT 280 Managerial Accounting 3 _____ MCOM 241 Media Writing 3 _____ ARTS 305 or 311; VCOM 222, 251 or 258 _____ MCOM 341 Advertising Principles 3 _____ MKTG 380 Principles of Marketing 3 _____ MGMT 321 Principles of Management 3 _____ MCOM 370 Public Relations Principles 3 _____ Statistics requirement: QMTH 205 _____ QMTH 206 _____ 6 _____ Select <u>two</u> courses from the following four options: MCOM 333 News Editing _____ MCOM 346 Principles of TV Production 3 _____ MCOM 349 Advertising Copy & Layout _____ MCOM 471 Public Relations Writing and Production 3 _____ BADM 411 Information Technology in Business Administration 3 _____ MKTG 381 Consumer Behavior 3 _____ MKTG 481 Promotion Management 3 _____ MKTG 482 Marketing Research 3 _____ MCOM Elective _____ 3 _____ MCOM 461 or 462 or 463 Mass Communication Internship 1-3 _____ MCOM 410 Mass Media Law 3 _____ IMCO 475 Senior Seminar in Integrated Marketing Communication 3 _____ MCOM 499 Senior portfolio 1 _____
		Foreign Language Requirement _____ (0-4) _____ Electives 7-21 hrs. (See notes below.) _____ () _____ () _____ _____ () _____ () _____ _____ () _____ () _____ _____ () _____ () _____
		* No more than 36 hours of MCOM and IMCO courses or 30 hours of business administration courses will apply to the 124 hours required for the degree. CSCI, ECON (except ECON 350), and QMTH are not counted as business administration courses. * At least 40 hours must be in courses numbered above 299. * All IMCO majors MUST complete a minimum of 65 hours in the basic liberal arts and sciences: AAMS, ANTH, ARTH, ARTS, ARTT, BIOL, CHEM, CHIN, CLAS, CMVS, CSCI (except 101-151), DANA, DANT, ECON, ENGL, FREN, GEOG, GEOL, GERM, GNED, GRNT, HLTH (except 300, 303), HIST, HONR, NUTR (except 208, 340, 471 & higher), INAS, ITAL, JAPN, LATN, MATH, MLAN, MUSA, MUST, PHIL, PHSC, PHYS, PLSC, PSYC, QMTH, RELG, RUSS, SCIE, SOCL, SPAN, SPCH, THRA, THRT, VCOM, WMST, WRIT. * Attendance at 3 cultural events is required for each 20 hours completed in residence at Winthrop.
		Note: Unless stated otherwise, a single course may not be used for more than one General Education requirement or in a major and a minor.