

DEGREE CHECKLIST (College of Arts and Sciences)

2019-2020 Catalog

NAME

ID#

MAJOR B.S. — INTEGRATED MARKETING COMMUNICATION

GENERAL EDUCATION REQUIREMENTS (29-40 semester hours)

	Check	Hrs.
ACAD 101 (Required of first-time freshmen only)	_____	1
<b>Writing and Critical Thinking:</b>		
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
<b>Oral Communication</b> (met in major with SPCH 201)	_____	0
<b>Technology</b> (met in major with CSCI 101 and labs)	_____	0
<b>Intensive Writing</b> (major with MCOM 471)	_____	0
<b>Constitution Requirement</b> (see approved list; may be met by other req.)	_____	0-3
<b>Physical Activity</b> (see approved list)	_____	1
<b>Global Perspectives</b> (see approved list; may be met in major)*	_____	0-3
<b>Historical Perspectives</b> (see approved list)*	_____	3
<b>Social Science</b> (see approved list; must include 2 designators)*	_____	3
_____	_____	3
_____	_____	3
<b>Humanities and Arts</b> (see approved list; must include 2 designators; may be partially met in major)*	_____	3
_____	_____	0-3
<b>Quantitative Skills</b> (see approved list; may be partially met in major)*	_____	3-4
_____	_____	0-4**
<b>Natural Science</b> (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**
**3 courses required in Quantitative Skills/Natural Science: 1 Quantitative Skills, 1 Natural Science, and 1 additional Quantitative Skills or Natural Science.		
*No more than two courses in the major may count toward requirements in these areas.		
<b>FOREIGN LANGUAGE (3-8 semester hours)</b>		
_____	_____	3-4
_____	_____	0-4
102 level proficiency required		

MAJOR/PROGRAM REQUIREMENTS (63-65 semester hours)

SPCH 201 Public Speaking	3	_____
MATH 151 Applied College Algebra	3	_____
<b>IMC &amp; Visual Arts</b>		
IMCO 105, 475 Intro to Integrated Mktg Comm, Seminar in IMC	4	_____, _____
ARTS 305 or 311 or VCOM 222 or 258 or 259 or 354	3	_____
<b>Business</b>		
CSCI 101, 101B, C, N Intro to Computing and Labs	3	_____
QMTH 205 & 210 Business Statistics and Business Analytics	6	_____, _____
MGMT 321 Management and Leadership	3	_____
MKTG 380 Principles of Marketing	3	_____
MKTG 381 Consumer Behavior	3	_____
MKTG 385 Marketing Research	3	_____
One from ACCT 280, MGMT 341 <sup>+</sup> , MKTG 387, 483, 581	3	_____
<b>Mass Communication</b>		
MCOM 226 Multimedia Storytelling and Production	3	_____
*MCOM 241 Media Writing	3	_____
MCOM 310 Mass Media Law	3	_____
MCOM 341 Advertising Principles	3	_____
MCOM 349 Advertising Copy and Layout	3	_____
MCOM 370 Public Relations Principles	3	_____
MCOM 471 Public Relations Writing and Production	3	_____
One of MCOM 461 or 462 or 463 Mass Comm Internship	1-3	_____
MCOM 499 Senior Portfolio	1	_____
MCOM _____ Elective above 299	3	_____

ELECTIVES 7-25 semester hrs (See notes below.)

_____ ( ) _____	( ) _____
_____ ( ) _____	( ) _____
_____ ( ) _____	( ) _____
_____ ( ) _____	( ) _____

- \* 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 36 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. An IMCO major cannot minor in business administration.
- \* 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](http://www.winthrop.edu/recandreg)
- <sup>+</sup> Requires additional pre-requisite of CSCI 101D.

NOTES

1. Unless stated otherwise, a single course **may not** be used for more than one General Education requirement or in a major and a minor.
2. Designators that differ only for the purpose of theory and application will be considered the same designator.
3. Complete WRIT 101, HMXP 102, and CRTW 201 with a C- or better by 75 hours. However, C+ or better is required in HMXP 102 and CRTW 201 for IMCO major.