MAJOR/PROGRAM REQUIREMENTS (63.5-65.5 semester hours)

SPCH 201 Public Speaking
MATH 151 Applied College Algebra

Visual Arts

ARTS 305 or 324 or DESF 222 or VCOM 258 or 262 or 354 or 392* 3
CSCI 101B Microsoft Excel 0.5
QMTH 205 Business Statistics 3
MGMT 321 Management and Leadership 3
MKTG 380 Principles of Marketing 3
MKTG 381 Consumer Behavior 3
MKTG 385 Marketing Research 3

ACCT 280, DFID 141, ENTR 373, MGMT 220**, MKTG 387, 581 3-4 **prereq CSCI 101

Mass Communication & Integrated Marketing Communication

MCOM 226 Multimedia Storytelling and Production 3
MCOM 230 Foundations of Digital Media 3
MCOM 241 Media Writing*** 3
MCOM 231 Mass Media Law 3
IMCO 105 Introduction to Integrated Marketing Communication 1
IMCO 341 Advertising Principles 3
IMCO 349 Advertising Copy and Layout 3
IMCO 370 Public Relations Principles 3
IMCO 471 Public Relations Writing and Production 3
IMCO 475 Senior Seminar in Integrated Marketing Communication 3
One of MCOM 461 or 462 or 463 Mass Comm Internship 1-3
MCOM 499 Senior Portfolio 1
Electives above 299: MCOM _____ MCOM _____ 6

ELECTIVES 6.5-24.5 semester hrs (See notes below.)

1. 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.
2. 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.
3. 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.
4. Attendance at three cultural events is required for each 20 hours completed in residence at Winthrop.
Note exceptions in the undergraduate catalog.
5. 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.
6. See complete catalog requirements at www.winthrop.edu/recandreg