

DEGREE CHECKLIST (College of Arts and Sciences)

2021-2022 Catalog

NAME ID# MAJOR B.S. — INTEGRATED MARKETING COMMUNICATION

GENERAL EDUCATION REQUIREMENTS (29-40 semester hours)			MAJOR/PROGRAM REQUIREMENTS (63.5-65.5 semester hours)		
	Check	Hrs.	SPCH 201 Public Speaking	3	_____
ACAD 101 (Required of first-time freshmen only)	_____	1	MATH 151 Applied College Algebra	3	_____
Writing and Critical Thinking:			<i>Visual Arts</i>		
WRIT 101 (grade of C+ is required for IMCO major)	_____	3	ARTS 305 or 324 or DESF 222 or VCOM 258 or 262 or 392*	3	_____ *subject to approval
HMXP 102 (grade of C+ is required for IMCO major)	_____	3	<i>Business (in the last line of this section, choose one course or an approved substitution):</i>		
CRTW 201 (grade of C- or better in HMXP 102 is required)	_____	3	CSCI 101B Microsoft Excel	0.5	_____
Oral Communication (met in major with SPCH 201)		0	QMTB 205 Business Statistics	3	_____
Technology (met in major with MCOM 226 & 230)		0	MGMT 321 Management and Leadership	3	_____
Intensive Writing (major with MCOM 471)		0	MKTG 380 Principles of Marketing	3	_____
Constitution Requirement (see approved list; may be met by other req.)			MKTG 381 Consumer Behavior	3	_____
		0-3	MKTG 385 Marketing Research	3	_____
Physical Activity (see approved list)		1	ACCT 280, DIFD 141, ENTR 373, MGMT 220**, MKTG 387, 581	3-4	_____ **prereqs CSCI 101 and CSCI 101B
Global Perspectives (see approved list; may be met in major)*		0-3	<i>Mass Communication & Integrated Marketing Communication</i>		
			MCOM 226 Multimedia Storytelling and Production	3	_____
Historical Perspectives (see approved list)*		3	MCOM 230 Foundations of Digital Media	3	_____
			MCOM 241 Media Writing***	3	_____ *** see note 5 below
Social Science (see approved list; must include 2 designators)*		3	MCOM 310 Mass Media Law	3	_____
		3	IMCO 105 Introduction to Integrated Marketing Communication	1	_____
		3	IMCO 341 Advertising Principles	3	_____
Humanities and Arts (see approved list; must include 2 designators; may be partially met in major)*		3	IMCO 349 Advertising Copy and Layout	3	_____
		3	IMCO 370 Public Relations Principles	3	_____
		3	IMCO 471 Public Relations Writing and Production	3	_____
		0-3	IMCO 475 Senior Seminar in Integrated Marketing Communication	3	_____
Quantitative Skills (see approved list; may be partially met in major)*		0-3	One of MCOM 461 or 462 or 463 Mass Comm Internship	1-3	_____
		3-4	MCOM 499 Senior Portfolio	1	_____
		0-4**	Electives above 299: MCOM _____ MCOM _____	6	_____
Natural Science (see approved list; must include a lab science; if 2 courses taken, must be in 2 groups: <i>Life, Physical, Earth</i>)		3-4	ELECTIVES 6.5-24.5 semester hrs (See notes below.)		
		0-4**	_____ () _____ () _____		
			_____ () _____ () _____		
			_____ () _____ () _____		
*No more than two courses in the major may count toward requirements in these areas.			4. 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.		
**3 courses required in Quantitative Skills/Natural Science: 1 Quantitative Skills, 1 Natural Science, and 1 additional Quantitative Skills or Natural Science.			5. 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 QMTB as prescribed by major). Students who exceed these maxima will not be allowed to apply those additional hours toward the degree program. IMCO majors may minor in business administration only with prior approval.		
FOREIGN LANGUAGE (3-8 semester hours)			6. 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.		
		3-4	7. Attendance at three cultural events is required for each 20 hours completed in residence at Winthrop.		
		0-4	Note exceptions in the undergraduate catalog.		
102 level proficiency required			8. 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.		
NOTES			9. See complete catalog requirements at www.winthrop.edu/recandreg		
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. Students should complete WRIT 101, HMXP 102 and CRTW 201 with a C- or better early in their academic careers. However, C+ or better is required in HMXP 102 and CRTW 201 for IMCO major.					