

DEGREE CHECKLIST (College of Arts and Sciences)

2023-2024 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
Writing and Critical Thinking:		
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
Oral Communication (met in major with SPCH 201)		0
Technology (met in major with MCOM 226 & 230)		0
Intensive Writing (major with MCOM 471)		0
Constitution-Founding Documents Req. (see approved list; may be met by other req.)		0-3
_____	_____	
Physical Activity (see approved list)		1
_____	_____	
Global Perspectives (see approved list; may be met in major)*		0-3
_____	_____	
Historical Perspectives (see approved list)*		3
_____	_____	
Social Science (see approved list; must include 2 designators)*		3
_____	_____	
_____	_____	3
Humanities and Arts (see approved list; must include 2 designators; may be partially met in major)*		0-3
_____	_____	
_____	_____	3-4
Quantitative Skills (see approved list; may be partially met in major)*		0-4**
_____	_____	
_____	_____	3-4
Natural Science (see approved list; must include a lab science; if 2 courses taken, must be in 2 groups: <i>Life, Physical, Earth</i>)		0-4**
_____	_____	
_____	_____	3-4
_____	_____	0-4**

*No more than two courses in the major may count toward requirements in these areas.

**3 courses required in Quantitative Skills/Natural Science: 1 Quantitative Skills, 1 Natural Science, and 1 additional Quantitative Skills or Natural Science.

FOREIGN LANGUAGE (3-8 semester hours)

_____	_____	3-4
_____	_____	0-4
102 level proficiency required		

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. 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.

MAJOR/PROGRAM REQUIREMENTS (63.5-65.5 semester hours)

SPCH 201 Public Speaking	3	_____
MATH 151 Applied College Algebra	3	_____
Visual Arts		
ARTS 305 or 324 or DESF 222 or VCOM 258 or 262 or 392*	3	_____ *subject to approval
Business (in the last line of this section, choose one course or an approved substitution):		
CSCI 101B Microsoft Excel	0.5	_____
QMTM 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, DIFD 141, ENTR 373, MGMT 220**, MKTG 387, 581	3-4	_____ **prereqs CSCI 101 and CSCI 101B
Mass Communication & Integrated Marketing Communication		
MCOM 226 Multimedia Storytelling and Production	3	_____
MCOM 230 Foundations of Digital Media	3	_____
MCOM 241 Media Writing***	3	_____ *** see note 5 below
MCOM 310 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.)		
_____ () _____	()	_____
_____ () _____	()	_____
_____ () _____	()	_____

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.
5. The integrated marketing communication major is limited to 38 hours of MCOM and IMCO courses and 30 hours of business administration courses (excluding CSCI and QMTM 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.
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.
7. Attendance at three cultural events is required for each 20 hours completed in residence at Winthrop. Note exceptions in the undergraduate catalog.
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.
9. See complete catalog requirements at www.winthrop.edu/recandreg