

DEGREE CHECKLIST (College of Arts and Sciences)

2026-2027 Catalog

NAME

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MAJOR B.A. — PUBLIC RELATIONS & ADVERTISING

GENERAL EDUCATION REQUIREMENTS (32-36 semester hours)			MAJOR REQUIREMENTS (51.5-53.5 semester hours)					
	Check	Hrs.	Course & No.	Hrs.	Check	Course & No.	Hrs.	Check
ACAD 101 (Required of first-time freshmen only)	_____	1	SPCH 201	(3)	_____	IMCO 301	(3)	_____
Writing and Critical Thinking:			MATH 151	(3)	_____	IMCO 341	(3)	_____
WRIT 101 (grade of C+ is required for IMCO major)	_____	3	CSCI 101N	(0.5)	_____	IMCO 346	(3)	_____
HMXP 102 (grade of C+ is required for IMCO major)	_____	3	DESF 161	(3)	_____	IMCO 349	(3)	_____
CRTW 201 (grade of C- or better in HMXP 102 is required)	_____	3	DESF 222	(3)	_____	IMCO 415	(3)	_____
Oral Communication (met in major with SPCH 201)		0	VCOM 258 or 262	(3)	_____	IMCO 475	(3)	_____
Technology (met in major with IMCO 205)		0	IMCO 205	(3)	_____	MCOM 461-463	(1-3)	_____
Intensive Writing (met in major with IMCO 301)		0	IMCO 206	(1)	_____	IMCO 499	(1)	_____
Constitution-Founding Documents Req. (see approved list; may be met with other req.)		0-3	IMCO 226	(3)	_____	MCOM/IMCO _____	(3)	_____
Physical Activity (see approved list)	_____	1	IMCO 241	(3)	_____	MCOM/IMCO _____	(3)	_____
Global Perspectives (see approved list; may be met in major)*	_____	3	REQUIREMENTS FOR MARKETING MINOR (15.5 hours)					
Historical Perspectives (see approved list)*	_____	3	Course & No.	Hrs.	Check	Course & No.	Hrs.	Check
Social Science (see approved list; must include 2 designators)*	_____	3	CSCI 101B	(0.5)	_____	MKTG 381	(3)	_____
	_____	3	BSAN/QMTH 205*	(3)	_____	MKTG 385	(3)	_____
	_____	3	MKTG 380	(3)	_____	MKTG 387	(3)	_____
Humanities and Arts (see approved list; must include 2 designators; may be partially met in major)*	_____	3	*or equivalent statistics course					
	_____	3	NOTE: The minor must meet all prerequisites for required courses listed in the minor.					
Quantitative Skills (met in major with MATH 151 and in minor with BSAN/QMTH 205)*	_____	0	ELECTIVES (7-18 semester hours)					
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	_____ () _____		_____	_____ () _____		
	_____	0-4**	_____ () _____		_____	_____ () _____		
	_____		_____ () _____		_____	_____ () _____		
FOREIGN LANGUAGE (3-8 semester hours)			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 advertising & public relations program.					
	_____	3-4	5. The advertising & public relations major is limited to 38 hours of MCOM and IMCO courses and 30 hours of business administration courses (excluding CSCI and BSAN/QMTH as prescribed by major). Students who exceed these maxima will not be allowed to apply those additional hours toward the degree program.					
	_____	0-4	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 IMCO/MCOM.					
102 level proficiency required			7. Attendance at three cultural events is required for each 20 hours completed in residence at Winthrop. Note exceptions in the undergraduate catalog.					
NOTES			8. IMCO/MCOM 241 must be taken at Winthrop or an ACEJMC accredited institution. IMCO/MCOM 241 has prerequisites of C+ or better in WRIT 101 and HMXP 102 and a GPA of at least 2.0.					
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.			9. See complete catalog requirements at www.winthrop.edu/recandreg					
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 PRAD major.								