

Bachelor of Science in Integrated Marketing Communications

Degree Requirements--Students entering program after 3/13/2013*

IMC Core--33 hours

Credits	Grade	Title of Course
		Intro to Mass Communication
		Intro to Integrated Marketing Communications
		Writing for Integrated Marketing Communications
		Creative Visual thinking (Prerequisite is IMC 205 or by instructor consent.)
		Account Planning (Prerequisite is IMC 204 & 205 or by instructor consent.)
		Internet Marketing (Prerequisite is IMC 205.)
		Communications Law
		Intro to Writing for Advertising (Prerequisite is IMC 205.)
		Public Relations (Prerequisite is Jour 102 or IMC 205.)
		IMC Research (Prerequisite is IMC 204 & 205.)
		IMC Campaigns (Prerequisites are IMC 304, 391, and 404 or by instructor consent.)

Business Administration Minor--24 hours

Credits	Grade	Title of Course
		Account I (D is passing.)
		Accounting II (Prerequisite is Accy 201.)
		Principles of Microeconomics
		Principles of Macroeconomics (Prerequisite is Econ 202.)
		Business Communication (Prerequisite is Writ 102, Liba 102, or Hon 102.)
		Marketing Principles (must be a junior)
		Advertising and Promotion (Prerequisite is Mktg 351.)
		Principles of Management (must be a junior)

OPTIONAL Magazine & Management Specialization--6 Hours

Credits	Grade	Title of Course
		Magazine Service Journalism (Prerequisite-- <i>IMC 205 or Jour 271 and Jour 273 pre-req/co-req or by consent of instructor</i>)
		Magazine Service Journalism Publishing (Prerequisite-- <i>Jour 401</i>)

OPTIONAL Media Sales & Management Specialization--6 hours

Credits	Grade	Title of Course
		Media Sales
		Media Management (Prerequisite is Jour 386.)

OPTIONAL Public Relations Specialization--9 hours

Credits	Grade	Title of Course
		Intro to Multimedia Writing (Prerequisites-- <i>Writ 100, 101, OR 102; Liba 102, Hon 101 OR 102</i>)
		Public Relations Techniques (Prerequisite-- <i>Jour 391; Jour 271 also recommended</i>)
		Public Relations Case Problems (Prerequisite-- <i>Jour 391 w/min C</i>)

OPTIONAL Sports Communication and Promotions--9 hours

Credits	Grade	Title of Course
		Foundations of Sports (must be a junior.)
		Sports Promotion (must be a junior.)
		Choose six (6) hours from the following: Jour 588--Sports Media, Jour 589--Sports Production, any other sports-themed course, OR a 3-hour internship in athletics.

Special Notes

1. IMC requires 124 hours and 42 of these hours must be taken at the advanced level (300 level or above). 300-level required courses from the degree program are included in the 42 hours.
2. The journalism major requires at least 36 hours of journalism courses; broadcast JOUR majors entering in Fall 2014 must include elective internship credit hours.
3. A "C" or better is required for all JOUR, IMC, and business minor courses, **(except Accy 201)**, and each course may only be attempted a maximum of two times. A third attempt will only be granted by appeal.
4. By completing the requirements for the IMC major, students also fulfill a minor in Business Administration.
5. Some electives require a specified MacBook Pro. Go to meek.olemiss.edu for more information.
6. Honors students should refer to the prescribed honors curriculum set by the Sally McDonnell Barksdale Honors College.

Journalism/IMC Electives--Students need at least 124 hours to graduate. To meet that requirement, in addition to core classes, courses may be chosen from any other courses/subjects offered in other schools and/or departments on campus. When choosing electives, advanced electives are suggested, because it helps meet the advanced-level requirement. See catalog for pre-reqs and refer to MyOleMiss for an updated list of semester courses.