

COMMUNICATION, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN INTEGRATED MARKETING COMMUNICATION

Program Learning Outcomes

Communication - Integrated Marketing Communication, BS

- Produce appropriately targeted media materials in a variety of formats.
- Understand the role of public relations, advertising, and other promotional marketing tools in the integrated marketing communication mix.
- Demonstrate the ability to develop a research-based strategic integrated marketing communication plan tailored to a designated consumer profile.

Strategic Communication and Media Department, Overall

- **Writing competency:** Students will demonstrate the ability to write and present messages clearly and effectively.
- **Context of the field:** Students will understand the history, concepts, and principles of the field and critically apply these elements to current issues within the discipline.
- **Career readiness:** Students will demonstrate proficiency in message production required for entry-level positions in the field.
- **Ethics and legal issues:** Students will understand ethical and legal issues facing communicators in the 21st century.

Related Links

Communication - Integrated Marketing Communication, BS Program Page (<https://www.sru.edu/academics/majors-and-minors/communication-integrated-marketing/>)

Strategic Communication and Media Department Page (<https://www.sru.edu/academics/colleges-and-departments/cob/departments/communication/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)

Curriculum Guide

GPA Requirement

Major GPA: 2.0 or higher
Overall GPA: 2.0 or higher

Summary*

Code	Title	Hours
	Rock Studies Requirements	42
	Other Basic Requirements	0-3
	Computer Competency	0-3

Major/Concentration Requirements	57
Electives	20

* All undergraduate degree programs require a minimum of 120 credits. Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

Rock Studies Requirements

Code	Title	Hours
The Rock		
SUBJ 139	University Seminar ¹	3
ENGL 102	Critical Writing	3
ENGL 104	Critical Reading	3
MATH 117	Quantitative Reasoning	3
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
Subtotal		15

Integrated Inquiry

<i>Creative and Aesthetic Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
<i>Humanities Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
<i>Social Science Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
<i>Natural Sciences Inquiry</i>		
SCI 101	Science of Life	3
<i>Physical Sciences Inquiry</i>		
SCI 102	Understanding the Physical World	3
Subtotal		15
Thematic Thread		
Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/) ²		12
Total Hours		42

¹ Course offered in multiple subjects; cannot take course in first major subject.

² From at least 3 Categories; no more than 6 credits from one department; 6 credits must be 300-level or above.

Basic Math Requirement

Check with your adviser or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

Code	Title	Hours
Complete one of the following:		0-3
Meet required minimum SAT or ACT math score OR		
ESAP 110	Beginning Algebra	
Total Hours		0-3

Computer Competency

Code	Title	Hours
Demonstrate "computer competency" by one of the following:		0-3
Pass Computer Competency Exam OR		
Select one of the following at SRU or another post-secondary institution:		
CPSC 100	Introduction to Computing for Liberal Arts	
CPSC 110	Computer Concepts	
CPSC 130	Introduction to Computing and Programming	
PE 202	Technology for Wellness	
Total Hours		0-3

Major/Concentration Requirements

- 29 major credits must be taken at SRU or PASSHE
- 29 major credits must be taken at the 300 level or above

Code	Title	Hours
Core Requirements		
COMM 110	Communication Concepts ^{1,2}	3
COMM 263	Mass Media and Society ¹	3
COMM 310	Communication Research Methods ^{1,2}	3
COMM 410	Communication Law ^{1,2}	3
COMM 497	Senior Capstone Seminar ^{1,2}	3
Subtotal		15
IMC Requirements		
COMM 231	Introduction to Public Relations and IMC ¹	3
COMM 256	Message Preparation ¹	3
COMM 307	Social Media	3
COMM 332	Case Studies in Public Relations and Integrated Communication ¹	3
COMM 333	Writing for Public Relations and Integrated Marketing Communication ^{1,2}	3
MRKT 230	Principles of Marketing	3
MRKT 333	Consumer Behavior ¹	3
MRKT 334	Advertising Management ¹	3
COMM 364	Brand Management ¹	3
COMM 407	Social Media 2: Analytics and Strategies ¹	3
COMM 431	PR and IMC Campaigns Capstone ¹	3
Subtotal		33
Electives		
Select six credits from the following:		6
COMM 228	Principles of Creative Advertising ¹	
COMM 235	Introduction to Digital Design ¹	
COMM 248	Interactive Multimedia ¹	
COMM 254	Video Production ¹	
COMM 334	Publication Production ¹	
MRKT 338	E-Commerce ¹	
COMM 347	New-Media Journalism ¹	
COMM 405	Global Media ¹	
COMM 434	Advertising Production ¹	
COMM 459	Issues in Communication Technologies ¹	
Subtotal		6

Internship		
COMM 450	Internship ¹	3
or MRKT 450	Internship	
Total Hours		57

¹ Course counts for 50% of Major requirements and Major GPA

² A grade of 'C' or higher must be earned in these courses

* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

COMMUNICATION - BS (2118)

Concentration in Integrated Marketing (IMRK)

This program is effective as of Fall 2020

Revised 10.28.2021

UCC 03.05.20

Recommended Four-Year Plan

Course	Title	Hours
First Year		
Fall		
SUBJ 139	University Seminar ¹	3
ENGL 102	Critical Writing	3
COMM 110	Communication Concepts (SSI)	3
COMM 263	Mass Media and Society	3
	Creative and Aesthetic Inquiry	3
INDS 101	FIRST Seminar	1
Hours		16
Spring		
COMM 200	Civil Discourse: Theory & Practice	3
ENGL 104	Critical Reading	3
COMM 231	Introduction to Public Relations and IMC	3
MATH 117	Quantitative Reasoning	3
	Humanities Inquiry	3
Hours		15
Second Year		
Fall		
COMM 256	Message Preparation	3
SCI 101	Science of Life	3
or SCI 102	or Understanding the Physical World	
IMC Elective		3
Electives		6

Declare a Thematic Thread ²		15
Hours		15
Spring		
MRKT 230	Principles of Marketing	3
SCI 101 or SCI 102	Science of Life or Understanding the Physical World	3
IMC Elective		3
Thematic Thread Course		3
Elective		3
Hours		15
Third Year		
Fall		
COMM 307	Social Media	3
COMM 310	Communication Research Methods	3
COMM 332	Case Studies in Public Relations and Integrated Communication	3
Thematic Thread Course		3
Elective		3
Hours		15
Spring		
COMM 333	Writing for Public Relations and Integrated Marketing Communication	3
MRKT 333	Consumer Behavior	3
Thematic Thread Course		3
Electives		6
Hours		15
Fourth Year		
Fall		
COMM 364	Brand Management	3
COMM 410	Communication Law	3
MRKT 334	Advertising Management	3
Thematic Thread Course		3
Elective		3
Hours		15
Spring		
COMM 407	Social Media 2: Analytics and Strategies	3
COMM 431	PR and IMC Campaigns Capstone	3
COMM 450	Internship	3
COMM 497	Senior Capstone Seminar	3
Elective		2-3
Hours		14-15
Total Hours**		120-121

Concentration Code: IMRK
Revised: 08.27.20

*** This document is meant to serve as a guide. Some planners may show more than 120 credits because faculty have created flexibility in choosing courses. However, only 120 credits are required to obtain a degree. Please consult with your academic adviser and refer to your curriculum guide prior to registering for courses. This plan should be reviewed, and verified, by you and your academic adviser at least once each academic year.*

¹ Course offered in multiple subjects; cannot take course in first major subject.

² Work with your Academic Adviser to declare a Thematic Thread by the end of your fall semester in your second year. Click here (<https://forms.office.com/Pages/ResponsePage.aspx?id=ul1VhjsH90-30bc6d8W9kIM7Wtmwv-VJnD6riXkdMh1UNEFHMUNH0EI5TkJOWIRHVzRCMzi3UldNTi4u>) to declare a thread.

* Students are encouraged to take INDS 101 as a Free Elective.