

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

## Recommended Four-Year Plan

| Course                                 | Title   | Hours     |
|--|---|-----------|
| <b>First Year</b>                      |   |           |
| <b>Fall</b>                            |   |           |
| SUBJ 139                               | University Seminar <sup>1</sup>                               | 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                               | FYRST Seminar   | 1         |
| <b>Hours</b>                           |   | <b>16</b> |
| <b>Spring</b>                          |   |           |
| 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         |
| <b>Hours</b>                           |   | <b>15</b> |
| <b>Second Year</b>                     |   |           |
| <b>Fall</b>                            |   |           |
| 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 <sup>2</sup> |   |           |
| <b>Hours</b>                           |   | <b>15</b> |
| <b>Spring</b>                          |   |           |
| MRKT 230                               | Principles of Marketing                                       | 3         |
| SCI 101                                | Science of Life   | 3         |
|  | or SCI 102 or Understanding the Physical World                |           |
|  | IMC Elective  | 3         |
|  | Thematic Thread Course  | 3         |
|  | Elective  | 3         |
| <b>Hours</b>                           |   | <b>15</b> |
| <b>Third Year</b>                      |   |           |
| <b>Fall</b>                            |   |           |
| 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              |
| <b>Hours</b>         |   | <b>15</b>      |
| <b>Spring</b>        |   |                |
| COMM 333             | Writing for Public Relations and Integrated Marketing Communication | 3              |
| MRKT 333             | Consumer Behavior   | 3              |
|                      | Thematic Thread Course  | 3              |
|                      | Electives   | 6              |
| <b>Hours</b>         |   | <b>15</b>      |
| <b>Fourth Year</b>   |   |                |
| <b>Fall</b>          |   |                |
| COMM 364             | Brand Management  | 3              |
| COMM 410             | Communication Law   | 3              |
| MRKT 334             | Advertising Management  | 3              |
|                      | Thematic Thread Course  | 3              |
|                      | Elective  | 3              |
| <b>Hours</b>         |   | <b>15</b>      |
| <b>Spring</b>        |   |                |
| 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            |
| <b>Hours</b>         |   | <b>14-15</b>   |
| <b>Total Hours**</b> |   | <b>120-121</b> |

<sup>1</sup> Course offered in multiple subjects; cannot take course in first major subject.

<sup>2</sup> 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-VJnD6riXkdMh1UNEFHMUNH0E15TkJOWIRHVzRCMz13UldNTi4u>) to declare a thread.

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

Major Code: 2118  
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.**