Integrated Marketing Comm. MAJOR MAP

Association, Video Production Club

College of Arts & Sciences

school prep

Possible Programs of Study: 3RD OR FINAL YEAR **4TH OR FINAL YEAR AFTER GRADUATION 1ST YEAR** 2ND YEAR **COURSES YOU** CAREERS OF INTEREST NEED Fall: ACAD 101 (1), IMCO 105 (1), Fall: CRTW 201 (3), Foreign Language Fall: Global Perspectives (3), MKTG 380 Fall: Historical Perspectives (3), General Marketing promotions (core courses, Technology (3), WRIT 101 (3), Social 101 (4), QMTH 205 (3), MCOM 241 (3), (3), MGMT 321 (3), MCOM 349 (3), Science (3), Constitution Req (3), **ARTS 305 (3) or 311 (3) OR VCOM 222, MCOM 341 (3) Digital marketing requirements, 258, 259, 354 (3) ****Humanities & Arts Physical Activity (1) electives...) Spring: Natural Science (3), Social Content Management Science (3), Foreign Language 102 (4). Spring: HMXP 102 (3), Historical Perspectives (3), Natural Science (4), SPCH 201***(3), QMTH 210 (3) Spring: Humanities & Arts (3), *****MCOM 461, 462, 463 (Internship: 1-3) Social Media Management Social Science (3), General Elective (1), Math 151**(3), MCOM 226 (3), MCOM 230 ***Oral Communication (3) **Quantitative MKTG 381 (3), ACCT 280 (3), OR MGMT **Advertising Agency** 341 (3), OR MKTG 387, 483, 581 (3), MCOM 310 (3) PR Agency/Consultancy Public Relations/Corporate Communication **GET RELEVANT** Branding **EXPERIENCE** Develop lab-based projects; participate Student media and organizations -Practicums - for Athletics, special Student agency to take on clients. Communication analytics (clubs, jobs, in hands-on classroom work; seek websites, newspapers, television, radio. events and promotions: promote community and campus individualized instruction; develop team AWC, HerCampus; Event Planning - e.g. Class based projects - PR writing, ad events volunteering, Health communication mass communication awards; Research building with fellow students. campaigns, social media campaigns; research. experience - learning interviewing and Mandatory Internship; survey Senior Capstone project with real world Arts promotions internships...) focus group techniques. techniques Sports Marketing/Promotions Eportfolios, personal branding Public affairs (local/state/federal) **University Relations GET** Non Profit promotions CONNECTED Organize special events; conduct Mass Communication Week -Coverage of special events -- work Professional networking, shadowing, WITH THE workshops; shadow media professional guest speakers, event with companies and non-profit building alumni contacts, experiential professionals planning skill-building, teamwork organizations. **COMMUNITY** and service learning. (conferences, student gov't, associations...) **GET THINKING GLOBALLY** Special relationships with universities in Consider opportunities for study Explore courses in international and Welcome cohort of international (study abroad, abroad and global awareness; begin England, Ireland, Spain, Australia and students from ISCOM Montpellier intercultural communication; consider planning for short-term study abroad options for study abroad, including Norway; explore opportunities studies; share study abroad activities travel, 3rd year trips; connect with international study short-term and semester-length elsewhere with other students. exchange...) community at Winthrop. studies. **GET READY FOR LIFE AFTER** Begin connecting by inviting Winthrop Association of Black Digital portfolio production, resume Focus on career prep - resumes, cover **GRADUATION** letters, LinkedIn profiles, refinement of professionals for campus visits; begin Journalists, Society of Professional building, mock interviews, professional building professional portfolio. Journalists, Association for Women in speakers, ethics and etiquette in eportfolios, connections with Career (career or grad business, job searching and Civic Engagement. Communication, American Marketing