2020 – 2021 Integrated Marketing Communication MAJOR MAP BACHELOR OF SCIENCE INTEGRATED MARKETING COMMUNICATION

1ST YEAR 2ND YEAR 3RD OR FINAL YEAR GET THE Fall: CRTW 201 (3), Foreign Language 101 Fall: Global Perspectives (3), MKTG COURSES Fall: ACAD 101 (1), IMCO 105 (1), Technology 380 (3), MGMT 321 (3), IMCO 349 (3), (4), QMTH 205 (3), MCOM 241 (3), IMCO 341 YOU NEED (3),RIT 101 (3), Social Science (3), ****ARTS 305 (3) or 311 (3) OR VCOM (3), IMCO 370 (3) Constitution Req (3), Physical Activity (1) 222, 258, 259, 354 (3) ****Humanities & Arts Spring: Natural Science (3), Social Science (3), Foreign Language 102 (4), SPCH 201***(3), Spring: HMXP 102 (3), Historical Perspectives QMTH 210 (3) Spring: Humanities & Arts (3), (3), Natural Science (4), Math 151 (3), MCOM Social Science (3), General Elective (1), ***Oral Communication 226 (3), MCOM 230 (3) MKTG 381 (3), ACCT 280 (3), OR MGMT 341 (3), OR MKTG 387, 483, 581 (3), MCOM 310 (3) GET RELEVANT EXPERIENCE Class based projects - PR writing, ad Develop lab-based projects; participate in Student media and organizations - websites, campaigns, social media campaigns; hands-on classroom work; seek individualized newspapers, television, radio, HerCampus; instruction; develop team building with fellow mandatory internship. event planning -- mass communication awards students. ceremony; research experience; interviewing and focus group techniques. GET CONNECTED WITH THE Mass Communication Week - professional guest Organize special events; conduct workshops; COMMUNITY speakers, skill building, tearmwork; develop client shadow media professionals relationships with companies and organizations.

OM 9 Coverage of special events --12-Professional networking, shadowing, work with companies and nonbuilding alumni contacts, experiential profit organizations. and service learning. Ω S, GLOBAL 2 C C AWARENESS Explore special relationships with Welcome cohort of international Consider opportunities for study abroad and Take courses in international and intercultural universities in England, Ireland, students from ISCOM Montpellier global awareness; begin planning for shortcommunication: consider options for study abroad. Spain, Norway and Australia; studies; share study abroad activities term study abroad trips; connect with including short-term and semester-length studies. consider other study-abroad with other students. international study community at Winthrop. opportunities. Digital portfolio production, resume Focus on career prep - resumes, cover Student organizations - Winthrop Association of Black Begin connecting by inviting professionals for letters, LinkedIn profiles, refinement of Journalists, Society of Professional Journalists, building, mock interviews, professional campus visits; begin building professional Association for Women in Communication, American speakers, ethics and etiquette in eportfolios, connections with Career and portfolio. Marketing Association, Video Production Club. business, job searching. Civic Engagement and alumni mentors.



4th OR FINAL YEAR

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Fall: Historical Perspectives (3), General Elective (3) *MKTG 385 (3), IMCO 471 (3), MCOM Elective (3) Internship opportunity

Spring: General Elective (3), General Elective (3), MCOM 499 (1), IMCO 475 (3), MCOM 461, 462, 463 (Internship: 1-3)

Senior Capstone project with real-world client; eportfolios, personal branding; survey techniques.

Where could I go after graduation?

- Marketing
 promotions
- Digital marketing
- Content
 management
- Social media management
- Advertising
- PR Agency/ Consultancy
- Corporate communications
- Branding
- Communication analytics
- Health
 communication
- Arts promotions
- Sports marketing/
 promotions
- Public affairs (local/state/federal communication roles)
- University relations
- Non-profit
 promotions