

DEGREE CHECKLIST (College of Arts and Sciences)

2014-2015 Catalog

NAME

ID#

MAJOR B.S. — INTEGRATED MARKETING COMMUNICATION

GENERAL EDUCATION REQUIREMENTS		Check	Hrs.	MAJOR/PROGRAM REQUIREMENTS (60-62 semester hours)	
ACAD 101 (Required of first-time freshmen only)		_____	0-1	IMCO 105 Introduction to Integrated Marketing Communication	1 _____
<b>Critical Skills</b>				CSCI 101 & 101 B and C and F or N Intro to Computers & Information Processing	3 _____
<b>Writing and Critical Thinking</b>				ACCT 280 Managerial Accounting	3 _____
WRIT 101 (A grade of B- or better is required as prerequisite for MCOM 241)		_____	3	MCOM 241 Media Writing	3 _____
CRTW 201 (A grade of C- or better is required)		_____	3	ARTS 305 or 311 or VCOM 222 or 258 or 259 or 354	3 _____
<b>Quantitative Skills</b>				MCOM 341 Advertising Principles	3 _____
MATH 150, 151, 105, or 201		_____	3-4	MKTG 380 Principles of Marketing	3 _____
		_____		MGMT 321 Principles of Management	3 _____
		_____		MCOM 370 Public Relations Principles	3 _____
<b>Logic/Language/Semiotics</b>				Statistics requirement: QMTH 205 _____ QMTH 206 _____	6 _____
Foreign Language (102-level proficiency required)		_____	3-4	MCOM 310 Mass Media Law	3 _____
		_____		MCOM 349 Advertising Copy & Layout	3 _____
<b>Oral Communication</b>				MCOM 471 Public Relations Writing and Production	3 _____
SPCH 201		_____	3	MGMT 341 Information Systems	3 _____
		_____		MKTG 382 or 481 or 483 or 581 or BADM 561	3 _____
<b>Technology</b> (met in major)			0	MKTG 381 Consumer Behavior	3 _____
<b>Skills for Common Experience and Thinking Across Disciplines</b>				MKTG 482 Marketing Research	3 _____
HMXP 102 (A grade of B- or better is required as prerequisite for MCOM 241)		_____	3	MCOM Elective (except 101 & 205) _____	3 _____
<b>Global Perspectives</b> (See approved list)				MCOM 461 or 462 or 463 Mass Communication Internship	1-3 _____
		_____	3	IMCO 475 Senior Seminar in Integrated Marketing Communication	3 _____
<b>Historical Perspectives</b> (see approved list)				MCOM 499 Senior portfolio	1 _____
		_____	0-3		
<b>Developing Critical Skills and Applying them to Disciplines</b>				<b>Foreign Language Requirement</b> _____ (0-4) _____	
<b>Natural Science</b> (See approved list, must include 7 hours from two of three categories; one course must be a lab science)				<b>ELECTIVES 6-21 semester hrs (See notes below.)</b>	
		_____	3-4	_____ ( ) _____ ( ) _____	
		_____	3-4	_____ ( ) _____ ( ) _____	
<b>Social Science</b>				_____ ( ) _____ ( ) _____	
See approved list: _____		_____	0-3*	* No more than 36 hours in MCOM and IMCO courses or 30 hours of business administration courses will be applied to the 124 hours required for the degree. CSCI, ECON, and QMTH are not counted as business administration courses. IMCO majors cannot minor in programs in the College of Business Administration, except CSCI, ECON, and HCMT.	
ECON 215		_____	3	* At least 40 hours must be in courses numbered above 299.	
PSYC 101		_____	3	* All IMCO majors MUST complete a minimum of 65 hours in the basic liberal arts and sciences: AAMS	
<b>Humanities and Arts</b> (three hours met in major)				ANTH, ARTH, ARTS, ARTT, BIOL, CHEM, CHIN, CLAS, CMVS, CRTW, CSCI (except 101-151), DANA,	
See approved list: must include 2 designators in Humanities/Arts category		_____	0-3*	DANT, ECON, ENGL, FREN, GEOG, GEOL, GERM, HMXP, GRNT, HLTH (except 300, 303), HIST,	
		_____		HONR, NUTR (except 208, 471 & higher), INAS, ITAL, JAPN, LATN, MATH, MLAN, MUSA,	
		_____		MUST, PHIL, PHSC, PHYS, PLSC, PSYC, QMTH, RELG, RUSS, SCIE, SOCL, SPAN, SPCH, THRA,	
*A total of 12 hours is required in Social Science/Humanities & Arts.				THRT, VCOM, WMST, WRIT.	
<b>Intensive Writing</b> (met by major)			0	* Attendance at three cultural events is required for each 20 hours completed in residence at Winthrop. Note exceptions in the undergraduate catalog.	
<b>Constitution Requirement</b> (see approved list; may be met by other requirement)					
		_____	0-3		
<b>SUBTOTAL</b>			<b>40-49</b>		
<b>NOTES</b>					
1. Unless stated otherwise, a single course <b>may not</b> be used for more than one Touchstone requirement or in a major and a minor.					
2. Designators that differ only for the purpose of theory and application will be considered the same designator.					
3. Complete WRIT 101, HMXP 102, and CRTW 201 with a C- or better by 75 hours.					