

**DEGREE CHECKLIST (College of Arts and Sciences)**

**2020-2021 Catalog**

**NAME** **ID#** **MAJOR B.S. — INTEGRATED MARKETING COMMUNICATION**

GENERAL EDUCATION REQUIREMENTS (29-40 semester hours)			MAJOR/PROGRAM REQUIREMENTS (63.5-65.5 semester hours)
	<b>Check</b>	<b>Hrs.</b>	
ACAD 101 (Required of first-time freshmen only)	_____	1	SPCH 201 Public Speaking 3 _____
<b>Writing and Critical Thinking:</b>			MATH 151 Applied College Algebra 3 _____
WRIT 101 (grade of C+ is required for IMCO major)	_____	3	<b>Visual Arts</b>
HMXP 102 (grade of C+ is required for IMCO major)	_____	3	ARTS 305 or 324 or DESF 222 or VCOM 258 or 262 or 354 or 392* 3 _____ *subject to approval
CRTW 201 (grade of C- or better in HMXP 102 is required)	_____	3	<b>Business (choose one course or an approved substitution):</b>
<b>Oral Communication</b> (met in major with SPCH 201)	_____	0	CSCI 101B Microsoft Excel 0.5 _____
<b>Technology</b> (met in major with MCOM 226 & 230)	_____	0	QMTH 205 Business Statistics 3 _____
<b>Intensive Writing</b> (major with MCOM 471)	_____	0	MGMT 321 Management and Leadership 3 _____
<b>Constitution Requirement</b> (see approved list; may be met by other req.)	_____	0	MKTG 380 Principles of Marketing 3 _____
			MKTG 381 Consumer Behavior 3 _____
<b>Physical Activity</b> (see approved list)	_____	0-3	MKTG 385 Marketing Research 3 _____
			ACCT 280, DIFD 141, ENTR 373, MGMT 220**, MKTG 387, 581 3-4 _____ **prereqs CSCI 101 and CSCI 101B
<b>Global Perspectives</b> (see approved list; may be met in major)*	_____	1	<b>Mass Communication &amp; Integrated Marketing Communication</b>
			MCOM 226 Multimedia Storytelling and Production 3 _____
<b>Historical Perspectives</b> (see approved list)*	_____	0-3	MCOM 230 Foundations of Digital Media 3 _____
			MCOM 241 Media Writing*** 3 _____ *** see note 5 below
<b>Social Science</b> (see approved list; must include 2 designators)*	_____	3	MCOM 310 Mass Media Law 3 _____
			IMCO 105 Introduction to Integrated Marketing Communication 1 _____
			IMCO 341 Advertising Principles 3 _____
<b>Humanities and Arts</b> (see approved list; must include 2 designators; may be partially met in major)*	_____	3	IMCO 349 Advertising Copy and Layout 3 _____
			IMCO 370 Public Relations Principles 3 _____
			IMCO 471 Public Relations Writing and Production 3 _____
			IMCO 475 Senior Seminar in Integrated Marketing Communication 3 _____
<b>Quantitative Skills</b> (see approved list; may be partially met in major)*	_____	0-3	One of MCOM 461 or 462 or 463 Mass Comm Internship 1-3 _____
			MCOM 499 Senior Portfolio 1 _____
			Electives above 299: MCOM _____ MCOM _____ 6 _____
<b>Natural Science</b> (see approved list; must include a lab science; if 2 courses taken, must be in 2 groups: <i>Life, Physical, Earth</i> )	_____	0-4**	<b>ELECTIVES 6.5-24.5 semester hrs (See notes below.)</b>
			_____ ( ) _____ ( ) _____
			_____ ( ) _____ ( ) _____
			_____ ( ) _____ ( ) _____
<b>**3 courses required in Quantitative Skills/Natural Science: 1 Quantitative Skills, 1 Natural Science, and 1 additional Quantitative Skills or Natural Science.</b>			
<b>*No more than two courses in the major may count toward requirements in these areas.</b>			
<b>FOREIGN LANGUAGE (3-8 semester hours)</b>			
	_____	3-4	
	_____	0-4	
102 level proficiency required			
<b>NOTES</b>			
1. Unless stated otherwise, a single course <b>may not</b> be used for more than one General Education requirement or in a major and a minor.			4. The student must attain a cumulative grade-point average of 2.0 or better in courses taken at Winthrop and included in the required courses in the integrated marketing communication program.
2. Designators that differ only for the purpose of theory and application will be considered the same designator.			5. The integrated marketing communication major is limited to 38 hours of MCOM and IMCO courses and 30 hours of business administration courses (excluding CSCI and QMTH as prescribed by major). Students who exceed these maxima will not be allowed to apply those additional hours toward the degree program. An IMCO major cannot minor in business administration.
3. Complete WRIT 101, HMXP 102, and CRTW 201 with a C- or better by 75 hours. However, C+ or better is required in HMXP 102 and CRTW 201 for IMCO major.			6. At least 35 semester hours of the 47 required in mass communication and business administration must be completed at Winthrop University. A maximum of 12 semester hours may be transferred into the major from other accredited institutions; additional transfer hours in journalism, mass communication, integrated marketing communication, marketing and management will not apply toward the major and will not apply toward the degree if they exceed the maximum of 36 hours in MCOM and IMCO or 30 hours in business administration. Students must complete at least 72 hours outside of MCOM.
			7. Attendance at three cultural events is required for each 20 hours completed in residence at Winthrop. Note exceptions in the undergraduate catalog.
			8. MCOM 241 must be taken at Winthrop or an ACEJMC accredited institution. MCOM 241 has prerequisites of C+ or better in WRIT 101 and HMXP 102 and a GPA of at least 2.0.
			9. See complete catalog requirements at <a href="http://www.winthrop.edu/recandreg">www.winthrop.edu/recandreg</a>