ID#

the same designator.

3. Students should complete WRIT 101, HMXP 102 and CRTW 201 with a C- or better early in their academic careers. However, C+ or better is required in HMXP 102 and CRTW 201 for IMCO major.

MAJOR B.S. - INTEGRATED MARKETING COMMUNICATION

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 www.winthrop.edu/recandreg

GENERAL EDUCATION REQUIREMENTS (29-40 semester hours)		MAJOR/PROGRAM REQUIREMENTS (63.5-65.5 semester hours)		
Check	Hrs.	SPCH 201 Public Speaking 3		
ACAD 101 (Required of first-time freshmen only)	1	MATH 151 Applied College Algebra 3		
Writing and Critical Thinking:		Visual Arts		
WRIT 101 (grade of C+ is required for IMCO major)	3	ARTS 305 or 324 or DESF 222 or VCOM 258 or 262 or 392*	*subject to approval	
HMXP 102 (grade of C+ is required for IMCO major)	3	Business (in the last line of this section, choose one course or an approved substitution):		
CRTW 201 (grade of C- or better in HMXP 102 is required)	3	CSCI 101B Microsoft Excel 0.5		
Oral Communication (met in major with SPCH 201)	0	QMTH 205 Business Statistics 3		
Technology (met in major with MCOM 226 & 230)	0	MGMT 321 Management and Leadership 3		
Intensive Writing (major with MCOM 471)	0	MKTG 380 Principles of Marketing 3		
Constitution-Founding Documents Req. (see approved list; may be met by other req.)		MKTG 381 Consumer Behavior 3		
	0-3	MKTG 385 Marketing Research 3		
Physical Activity (see approved list)		ACCT 280, DIFD 141, ENTR 373, MGMT 220**, MKTG 387, 581 3-4	**prereqs CSCI 101	
	1	Mass Communication & Integrated Marketing Communication	and CSCI 101B	
Global Perspectives (see approved list; may be met in major)*		MCOM 226 Multimedia Storytelling and Production 3		
	0-3	MCOM 230 Foundations of Digital Media 3		
Historical Perspectives (see approved list)*		MCOM 241 Media Writing*** 3	*** see note 5 below	
	3	MCOM 310 Mass Media Law 3		
Social Science (see approved list; must include 2 designators)*		IMCO 105 Introduction to Integrated Marketing Communication 1		
	3	IMCO 341 Advertising Principles 3		
	3	IMCO 349 Advertising Copy and Layout 3		
Humanities and Arts (see approved list; must include 2 designators;		IMCO 370 Public Relations Principles 3		
may be partially met in major)*		IMCO 471 Public Relations Writing and Production 3		
	3	IMCO 475 Senior Seminar in Integrated Marketing Communication 3		
	0-3	One of MCOM 461 or 462 or 463 Mass Comm Internship 1-3		
Quantitative Skills (see approved list; may be partially met in major)*		MCOM 499 Senior Portfolio 1		
	3-4	Electives above 299: MCOM MCOM 6		
	0-4**	ELECTIVES 6.5-24.5 semester hrs (See notes below.)		
Natural Science (see approved list; must include a lab science; if 2 courses taken,	٠.	` '		
must be in 2 groups: Life, Physical, Earth)				
	3-4			
	0-4**	4. The student must attain a cumulative grade-point average of 2.0 or better in course	es taken at Winthron	
		and included in the required courses in the integrated marketing communication program.		
*No more than two courses in the major may count toward requirements in these areas.		5. The integrated marketing communication major is limited to 38 hours of MCOM and IMCO courses and		
**3 courses required in Quantitative Skills/Natural Science: 1 Quantitative Skills, 1 Natural Science,		30 hours of business administration courses (excluding CSCI and QMTH as prescribed by major).		
and 1 additional Quantitative Skills or Natural Science.		Students who exceed these maxima will not be allowed to apply those additional hours toward the degree		
		program. IMCO majors may minor in business administration only with prior approval.		
FOREIGN LANGUAGE (3-8 semester hours) 3-4 0-4		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		
102 level proficiency required	0 -1	marketing communication, marketing and management will not apply toward the major and will not apply		
NOTES		toward the degree if they exceed the maximum of 36 hours in MCOM and IMCO o		
1. Unless stated otherwise, a single course may not be used for more than one General Education		administration. Students must complete at least 72 hours outside of MCOM.		
requirement or in a major and a minor.		7. Attendance at three cultural events is required for each 20 hours completed in residence at Winthrop.		
2. Designators that differ only for the purpose of theory and application will be considered		Note exceptions in the undergraduate catalog.		