



Fall 2024 through Summer 2025	B.S. in Integrated Marketing Communications		MINIMUM TOTAL CREDIT HOURS: 124
GENERAL EDUCATION REQUIREMENTS General Education (approximately 48-52 hours) for the Bachelor of Science in IMC.	MAJOR REQUIREMENTS A minimum grade of C is required in all IMC core courses that apply toward the major	MINOR REQUIREMENTS An average grade of C is required for the business minor	
First Year Writing I (3 hours) Hon 101, Writ 100 or Writ 101	IMC CORE (39 hours) Jour 101—Media, News, and Audience	General Business Minor (18 hours) REQUIRED	
First Year Writing II (3 hours) Hon 102, Liba 102, or Writ 102	IMC 104—Intro to IMC IMC 205—Writing for IMC	Accy 201 OR Accy 202 Econ 202 OR 203	
English Literature Survey (6 hours) Eng 220, 221, 222 223, 224, 225, 226	Jour 273—Creative Visual Thinking IMC 303—Media Planning OR IMC 304—Account Planning	GB 310, GB 320, GB 330, GB 350, OR GB 370 (12 hours)	
Foreign Language (12 hours) or Computer Science (6 hours) 12 hours with 6 hours at the 200-level or higher in a single language OR 6 hours of computer language (CSCI 191 and 203)	IMC 306—Internet Marketing Jour 369 —Media Law and Ethics IMC 390—Advanced. Writing for IMC	*A minimum, average 2.00 GPA is required for coursework completed for the business minor.	
History (6 hours) Any history courses	IMC 391—Public Relations IMC 404—IMC Research		
Humanities (3 hours) Any African American Studies, Classics, Philosophy, Religion; Hon 101, 102; G St 103, 201, 311, or 390; Southern Studies (100-level only); DMS 101	IMC 455—IMC Campaigns OR IMC 456— IMC Campaign Development Bus 271, Spch 102, Spch 105, OR Jour 330	ELECTIVES	
Fine Arts (3 hours) Any Art History (AH); Mus 101, 102, 103, 104, 105; Thea 201, 202; Danc 200; Liba 130	300+ level Mktg (NOT MKTG 351 OR MKTG 352), IMC, or Jour elective *A minimum Grade of C is required in all IMC core courses that apply for the major.	Electives to bring the total minimum number of hours to 124.	
Mathematics (3 hours) Math 115, 120, 121, 123, 125, 261, 267, or 268 Recommend: Math 121	CO-CURRICULAR ACTIVITIES (OPTIONAL)	At least 42 hours of coursework in the general education, major, minor, and elective hours must be at the 300-level or above.	
Social Science (3 hours) 3 hours from anthropology, political science, psychology, or sociology		Please speak with your advisor about opportunities to get experience practicing your IMC skills through our school-sponsored media outlets, internships, and other programs.	
Natural Science (6 hours) Biology (cannot take BOTH BISC 102 AND 160 OR BISC 104 AND 162); Chemistry (NOT CHEM 101); Geology (cannot take BOTH Geol 101 AND 104); Liba 150, 151; Astronomy (CANNOT take BOTH Astr 101 AND 103) OR ASTR 101 AND 104) or Physics; each lecture course must be a minimum of three credit hours			
Diversity (3 hours) This course is in addition to any course used to fulfill the humanities requirement. Any African American Studies, Gender Studies, Religion, or Southern Studies; Anth 101,301, 303, 307; Soc 313, 325, or 413; Jour 345, 400, 513; 3 hours from an approved study abroad experience.			

SAMPLE DEGREE MAP
 BACHELOR OF SCIENCE IN INTEGRATED MARKETING COMMUNICATIONS
 (EFFECTIVE 2019 - 124 CREDIT HOURS)

YEAR	FIRST SEMESTER	HOURS	SECOND SEMESTER	HOURS
FRESHMAN	JOUR 101	3	IMC 104	3
	WRIT 100 OR 101	3	MATH	3
	FINE ART	3	WRIT 102 OR LIBA 102	3
	CSCI 191 OR LANGUAGE 111	3 OR 6	CSCI 203 OR LANGUAGE 211	3 OR 6
	EDHE 105	3	HISTORY	3
	TOTAL CREDIT HOURS	15 OR 18	TOTAL CREDIT HOURS	15 OR 18
SOPHOMORE	IMC 205	3	IMC 390	3
	ACCY 201	3	ECON 202	3
	SOCIAL SCIENCE	3	BUS 271, SPCH 102, SPCH 105 OR JOUR 330	3
	SCIENCE	3	JOUR 371	3
	HISTORY	3	ENGLISH 22X	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15
JUNIOR	IMC 303 OR IMC 304	3	IMC 391	3
	JOUR 273	3	GB 320	3
	GB 310	3	SCIENCE	3
	ELECTIVE	3	HUMANITIES	3
	ENGLISH 22X	3	ELECTIVE	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15
SENIOR	IMC 306	3	IMC 455 OR IMC 456	3
	IMC 404	3	GB 370	3
	GB 350	3	DIVERSITY	3
	300+ MKTG, IMC, OR JOUR	3	300+ ELECTIVE	3
	300+ ELECTIVE	3	ELECTIVE	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

INFORMATION CONCERNING SCHOOL OF JOURNALISM AND NEW MEDIA REQUIREMENTS:

- A minimum grade of C is required for all IMC courses applied to the major.
- Students must complete 42 hours of 300+ level coursework.
- Honors students should refer to the prescribed honors curriculum set forth by the Sally McDonnell Barksdale Honors college.
- Each senior must apply for a degree by submitting an Intent to Graduate Form to the Dean's Office at least two semesters preceding the semester in which the student expects to graduate.
- Refer to the Academics and Admissions section in the catalog for all rules associated with the B.S. in IMC degree, such as residency requirements for majors and minors.

INFORMATION CONCERNING GENERAL RULES, REGULATIONS AND MINIMUM REQUIREMENTS

- An overall 2.0 GPA or higher is required on all work attempted at UM, all college work attempted at any institution of higher learning (UM and transfer work), and all coursework submitted toward the degree.
- At least 25% of the hours required for an undergraduate degree must be taken in residence, with at least 12 of the last 21 credit hours completed at UM.
- In addition, at least 30 semester hours of residence credit must be taken in the school or college recommending the degree.
- The limit on the acceptance of credit from a junior or community college is one-half the total requirements for a degree.

Refer to the Undergraduate Academic Regulations section in the catalog for all university degree requirements.