

# School of Journalism and New Media

## Bachelor of Science in Integrated Marketing Communications

IMC Core **39 hours**

TITLE OF COURSE	CLASS	CREDITS	X CHECK IF GRADE IS "C" OR BETTER
Intro to Mass Communication	Jour 101		
Intro to Integrated Marketing Communications (Formerly IMC 204. Effective Winter Intersession 2018, changed to IMC 104.)	IMC 104		
Writing for Integrated Marketing Communications (Prerequisite is Writ 101 and Writ 102)	IMC 205		
Creative Visual thinking (Prerequisite is IMC 205 or Jour 102)	Jour 273		
Account Planning (Prerequisite is IMC 104 & 205.)	IMC 304		
Internet Marketing (Prerequisite is IMC 104 and IMC 205.)	IMC 306		
Communications Law	Jour 371		
Intro to Advanced Writing: Integrated Marketing (Prerequisite is IMC 205.)	IMC 390		
Public Relations (Prerequisite is Jour 102 or IMC 205.)	Jour 391		
IMC Research (Prerequisite is IMC 104 & 205.)	IMC 404		
IMC Campaigns (Prerequisites are Jour 273, IMC 304, IMC 404, and Jour 391)	IMC 455		
Business Communication (Prerequisite is Writ 102, Liba 102, or Hon 102.)	Bus 271		
Any 300+ level Marketing, IMC, or Jour course <b>(Cannot take Mktg 351 to fulfill this course requirement.)</b>			

### SPECIAL NOTES

- The B.S. in IMC requires **124 hours** (over 41 three credit hour classes) and **42 of these hours** (or 14 three credit hour classes) must be taken at the advanced level (**300 level or above**). 300-level required courses from the degree program are included in the 42 hours.
- The IMC major requires at least **33 hours** (or 11 three credit hour classes) of Journalism/IMC courses.
- A grade of "C" or higher is required for all JOUR, IMC, and business minor courses (except Accy 201), and each course may only be attempted a maximum of two times. A third attempt will only be granted by an approved appeal.
- By completing the requirements for the IMC major, students also fulfill a minor in Business Administration.
- Some electives require a specified MacBook Pro. Go to meek.olemiss.edu for more information.
- Honors students should refer to the prescribed honors curriculum set by the Sally McDonnell Barksdale Honors College.

**Journalism/IMC Electives:** Students need at least **124 hours** (over 41 three credit hour classes) to graduate. To meet that requirement, in addition to core classes, courses may be chosen from any other courses/subjects offered in other schools and/or departments on campus. When choosing electives, advanced electives are suggested because it helps meet the advanced-level requirement. See catalog for pre-reqs and refer to MyOleMiss for an updated list of semester courses.

When did you become an IMC major?

Before Fall 2018  
you choose

Fall 2018 or after

**Business Administration Minor 18 hours**

TITLE OF COURSE	CLASS	CREDITS	X CHECK IF GRADE IS "C" OR BETTER
Accounting I and Accounting II (Prerequisite is Accy 201.)	Accy 201** and Accy 202		**CHECK IF GRADE IS "D" OR BETTER
Principles of Microeconomics and Principles of Macroeconomics (Prerequisite is Econ 202.)	Econ 202 and Econ 203		
Essentials of Marketing (must have earned 54 hours.)	GB 350		
Entrepreneurship & Management	GB 370***		

**General Business Minor\* 18 hours**

TITLE OF COURSE	CLASS	CREDITS	X CHECK IF GRADE IS "C" OR BETTER
Accounting I or Accounting II (Prerequisite is Accy 201.)	Accy 201 or Accy 202		
Principles of Microeconomics or Principles of Macroeconomics (Prerequisite is Econ 202.)	Econ 202 or Econ 203		
<b>PLUS, pick any four of these five</b>			
Information Technology in Business**	GB 310***		
Essentials of Supply Chain Management**	GB 320***		
Essentials of Finance (Prerequisite is Accy 201, 202, Econ 202 and 203)	GB 330***		
Essentials of Marketing (must have earned 54 hours.)	GB 350***		
Entrepreneurship & Management (must have earned 54 hours.)	GB 370***		

\* Average GPA of 2.0 on all minor courses

\*\* D is passing.

\*\*\* Must have earned 54 hours.

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COURSE DESCRIPTION		CLASS	CREDITS	X CHECK IF GRADE IS "D" OR BETTER
<b>Writing and Literature</b> <b>12 hours</b>	<b>Writing: (6 hours)</b> Writ 100—Intro to College Writing OR Writ 101—First-Year Writing I and Writ 102—First Year Writing II OR Liba 102—First Year Seminar (Writ 100 or 101 are pre-requisites for Writ 102 and Liba 102)	Writ 100 OR 101 (3 hours)		
		Writ 102 or Liba 102 (3 hours)		
	<b>English Literature: (6 hours)</b> Eng 221—World Lit., Eng 222—World Lit., Eng 223—American Lit, Eng 224—American Lit., Eng 225—British Lit., Eng 226—British Lit. Advanced Eng/Writ classes will not count.	Eng (3 hours)		
		Eng (3 hours)		
<b>Foreign Language</b> <b>6 hours at 200+ or above*</b>	All 6 of these hours must be at the 200 level or above. <b>*Students are required to fulfill any/all prerequisites before enrolling in 200-level course work. Starting at the 100- level will result in total of 12 hours of language.</b>	101 or 111 (pre-req)		
		102 (pre-req)		
		OR 121 (pre-req) AND		
		201 OR 211		
		202		
<b>Computer Science: 9 hours--</b> Students may choose to complete the computer science course sequence in lieu of foreign language.	Office Applications Computer and Information Processing (Prerequisite is math sub score of 22 or completion of Math 121 or above.) Info Technology in Business (must have earned 54 hours) <b>OR</b> Business Application Programming I (Only offered each Fall Semester)	CSCI 191		
		CSCI 203		
		GB 310		
		MIS 280		
<b>Humanities</b> <b>3 hours</b>	African American Studies (Aas), Classical Civilization (Clc), Philosophy (Phil), Religion (Rel), Southern Studies (S St) 101, 102, University Honors (Hon) 101, 102, Gender Studies (G St) 103, 201, 311, 390	Humanities (3 hours)		
<b>Pol 101 REQUIRED</b>	Intro to American Politics (required for all Journalism majors).	Pol 101		
<b>Math: 3 hours</b>	Recommend: Math 115— Elementary Statistics, Math 120—Quantitative Reasoning, or Math 121—College Algebra	Mathematics		
<b>History</b> <b>6 hours</b>	The Department of History recommends HST 120—Intro to European History to 1648, HST 121—Intro to European History since 1648, HST 130—Intro to US History to 1877, or HST 131—Intro to US History since 1877. Students with less than 24 hours are not permitted to take 300+ level history courses.	HST		
		HST		
<b>Science</b> <b>9-11 hours</b>	Two of the three required science courses must have labs and be chosen from the following: Astronomy ( <b>cannot take both Astr 101 AND Astr 103 to satisfy degree requirements; may take one or the other.</b> ), Physics (Phys), Physical Science (Phys), Biology (Bisc), Chemistry ( <b>CANNOT TAKE CHEM 101</b> ), Geology (Geol) ( <b>cannot take both Geol 101 and 104 to satisfy degree requirement; other Geol combinations are OK.</b> ), Integrated Science (Liba 150, Liba 151)	Science (9-11 hours) Science w/lab		
		Science w/lab		
		Science w/o lab		
<b>Fine Arts</b> <b>3 hours</b>	Art History (any AH course); Mus 101, 102, 103, 104, 105 (Mus 103 and 104 are general appreciation courses); Dance (Danc) 200; Theater (Thea) 201, 202; Liba 130—Intro to Fine Arts	Fine Arts (3 hours)		
<b>Diversity REQUIRED</b> <b>3 hours</b>	This course must be in addition to any course used to fulfill the humanities requirement from the following: African American Studies (Aas) (any course), Gender Studies (G St) (any course), Anthropology (Anth 101, 303), Southern Studies (must take either S St 303 or 402), Religious Studies (Rel) (any course), Sociology (Soc 313, 325, 413), International Studies (any course), Digital Diversity (Jour 345), The Press and the Changing South (Jour 513). Hours earned from study abroad experiences may fulfill the diversity course requirement.	Diversity Requirement (3 hours)		

# School of Journalism and New Media

## Specializations

	TITLE OF COURSE	CLASS	CREDITS	X CHECK IF GRADE IS "C" OR BETTER
<b>Optional Public Relations Specialization</b> 9 hours	Introduction To Multimedia Writing (Prerequisite—Engl 101 or Engl 102 or Liba 102 or Hon 101 or Hon 102 or Writ 100 or Writ 101 or Writ 102)	Jour 102		
	Public Relations Techniques (Prerequisite—Jour 391; Jour 271 also recommended)	Jour 491		
	Public Relations Case Problems (Prerequisite—Jour 391 w/min C) <small>*Required to complete the specialization for students entering Fall 2016.</small>	Jour 492*		
<b>Optional Magazine Specialization</b> 6 Hours	Magazine Service Journalism (Prerequisite—IMC 205 or Jour 271) and Jour 273 pre-req/co-req or by consent of instructor	Jour 401		
	Magazine Service Journalism Publishing (Prerequisite—Jour 401)	Jour 501		
<b>Optional Health Communications Specialization</b> 9 hours	Persuasion (Prerequisites—IMC 104 and IMC 205)	IMC 355		
	Health Communication (Junior standing required.)	IMC 585/ Jour 585		
	Please see the complete listing of courses to fulfill this requirement at <a href="http://catalog.olemiss.edu/liberal-arts/s-h-minor">http://catalog.olemiss.edu/liberal-arts/s-h-minor</a> .	SOHE <small>Minor Interdisciplinary Course</small>		
<b>Optional Sports Promotion</b> 9 hours	Foundations of Sports (Prerequisite—None)	IMC 586		
	Sports Promotion (Junior standing required.)	IMC 587		
	<b>Pick one of these classes</b>			
	Sports Media and Reporting	Jour 588		
	Sports Television Production	Jour 589		
	Any preapproved 3-hour sports themed course OR an approved 3-hour sports themed internship			
<b>Optional Media Sales Specialization</b> 9 hours	Media Sales	Jour 386		
	Media Management (Jour 386 w/min C)	Jour 388		
	<b>Pick one of these classes</b>			
	Persuasion (IMC 104, IMC 205 and a Junior standing required)	IMC 355		
	Intercollegiate Debating	Spch 314		
	Any pre-approved sales internship			
<b>Optional Graphic Design Specialization</b> 9 hours	Visual Communication (Prerequisite—Jour 273 w/min C)	IMC 305		
	<b>Pick two of these classes</b>			
	3-D Modeling (Prerequisite—None)	IMC 349		
	Motion Graphics (Prerequisite—Jour 273 w/min C)	IMC 473		
	Designing Interactivity (Prerequisite—Jour 273 w/min C)	IMC 594		

### Specialization classes available during Winter intersessions and Spring 2019

#### PUBLIC RELATIONS SPECIALIZATION Winter intersession 2019

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Spring 2019

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#### MAGAZINE SPECIALIZATION

Spring 2019

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#### MEDIA SALES SPECIALIZATION

Spring 2019

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#### GRAPHIC DESIGN SPECIALIZATION

Winter intersession 2019

3-D Modeling (IMC 349)

Spring 2019

Visual Communications (IMC 305)

Motion Graphics (IMC 473)