

JOURNALISM AND MEDIA STUDIES (B.S.) INTEGRATED MARKETING COMMUNICATIONS

Curriculum Map

Course	Title	Hours
Freshman		
Fall		
UNIV 100	UNIVERSITY SUCCESS	2
ENG 104 or ENG 103 or ENG 111	COMPOSITION I or English Composition I with Co-requisite Support or COMPOSITION & LITERATURE FOR L	3
MATH 114	Quantitative Reasoning	3
Humanities & Fine Arts Option		3
Social & Behavioral Science Option		3
Natural Science Option		3
Hours		17
Spring		
ENG 105 or ENG 112	COMPOSITION II or COMPOSITION	3
SPCH 215	TRAINING THE SPEAKING VOICE	3
Humanities & Fine Arts Option		3
Natural Science Option		3
Pathway Option		3
Hours		15
Sophomore		
Fall		
ACC 211	PRINCIPLES OF FINANCIAL ACCTNG	3
ECO 211	PRINCIPLES OF MACROECONOMICS	3
JMS 200	INTRO TO MASS COMMUNICATIONS	3
Humanities & Fine Arts Option		3
Pathway Option		3
Hours		15
Spring		
JMS 201	INTRODUCTION TO MEDIA WRITING	3
JMS 330	INTRO TO INTEGRATED MKTG COMMU	3
MNGT 330	MANAGEMENT TO ORGANIZATIONS	3
UNIV 200	CIVIC ENGAGEMENT	1
Social & Behavioral Science Option		3
Pathway Option		3
Hours		16
Junior		
Fall		
JMS 301	INTRODUCTION TO NEWS REPORTING	3
JMS 336	ADVERTISING COPY/LAYOUT	3
JMS 423	ADVERTISNG MEDIA & SELCT	3
JMS 470	WRITING FOR PUBLIC RELTN	3
MKT 351	MARKETING MANAGEMENT	3
Hours		15
Spring		
FIN 320	BUSINESS FINANCE	3
JMS 425	ADVERTISING & MARKETING	3
JMS 471	PUBLIC RELATIONS PRACTICE	3
JMS 486	PRACTICUM IN MASS COMMUNICATIO	3
MKT 432	ADVERTISING	3
Hours		15

Senior

Fall

JMS 310	MEDIA DESIGN AND PRODUCTION I	3
JMS 401	RESCH METHDS IN MASS COM	3
JMS 400	MEDIA LAW	3
JMS 489	INTERNSHIP IN MASS COMMUNICATI	3
MKT 450	PERSONAL SELLING	3

Hours 15

Spring

JMS 405	MEDIA ETHICS	3
JMS 473	ADVERTISING CAMPAIGNS	3
JMS 499	CAPSTONE OR SENIOR SEMINAR	3
MNGT 458 or MNGT 462	STRATEGIC MANAGEMENT or INTERNATNL BUS AND ENTREPNSHIP	3

Hours 12

Total Hours 120

Notes:

- Candidates that transfer 12 or more hours of college credit are exempt from UNIV 100 UNIVERSITY SUCCESS; however, the student must take 2 hours of general electives to replace the UNIV course.
- Online Graduation Clearance (to be completed during the graduating semester only).