

INTEGRATED MARKETING COMMUNICATION, A.A.S.

The **Associate of Applied Science in Integrated Marketing Communication (IMC)** degree prepares students for careers in marketing, advertising, public relations, and other related fields.

Milestone Course

These courses are the keys to graduation. Courses should be taken in the recommended semesters to stay on time for completion.

Career Planning

If you want to work in broadcasting, journalism, public relations, human resources, advertising, graphic design, or education, a communication degree can help you launch a successful career. As a communications professional, you shape the way people share, receive, and process information – an invaluable role that will always be in demand.

2+2 with WVU Parkersburg

Finish your Associate's degree here and seamlessly transfer to the WVU Parkersburg Bachelor of Applied Science in Integrated Marketing Communication.

Students should average 15 credit hours per semester, or 30 per year, to graduate on time.

Total Degree Credits: 61

Course	Title	Hours
Semester 1		
COLL 101	ORIENTATION TO COLLEGE ¹	0
Writing and Rhetoric (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr) Elective: (ENGL 101 is preferred)		3
Quantitative Reasoning (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr)		3
Select one of the following:		3
IMC 297 (ST: FUNDAMENTALS OF IMC)		
IMC 101 (Fundamentals of IMC)		
Select one of the following:		3
CMS 110	BASIC NEWSWRITING	
IMC 297 (ST: BASIC MEDIA WRITING)		
IMC 110 (Basic Media Writing)		
Human Communication and Interaction (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci) Elective: (COMM 105, 111, or 112 is preferred)		3
Hours		15
Semester 2		
Scientific Inquiry (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si)		4
GBUS 101	INTRO TO BUSINESS	3
GBUS 202	BUSINESS COMMUNICATION	3
Select one of the following:		3
CMS 215	MEDIA WRITING	
IMC 297 (ST: MEDIA WRITING)		
IMC 215 (Media Writing)		
Select one of the following:		3
CMS 220	PHOTOGRAPHY	
IMC 297 (ST: PHOTOGRAPHY)		
IMC 220 (Photography)		
Hours		16
Semester 3		
Select one of the following:		3
CMS 117	INTRO TO SOCIAL MEDIA MGMT	
IMC 117 (Intro to Social Media)		
Select one of the following:		3
CMS 218	NEWS REPORTING	
IMC 218 (News Reporting)		
Select one of the following:		3
IMC 225 (Media Design)		
CMS 225	MEDIA DESIGN I	
Aesthetics, Creativity, and Appreciation (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca)		3

GBUS 117	FINANCIAL BUSINESS APPLICATION	3
Hours		15
Semester 4		
Select one of the following:		3
CMS 235	FUNDAMENTALS VIDEO PRODUCTION	
IMC 235 (Fundamentals of Video Production)		
Select one of the following:		3
CMS 217	ADVANCED SOCIAL MEDIA MGMT	
IMC 217 (Advanced Social Media Mgmt)		
People and Their Worlds (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw)		3
Select one of the following:		3
CMS 239	BROADCAST NEWS WRITING	
IMC 239 (Video/Podcast Writing)		
Select one of the following:		3
CMS 240	MULTIMEDIA REPORTING	
IMC 240 (Multimedia Reporting)		
Hours		15
Total Hours		61

Degree requires a total of 61 credit hours. [Core Course Credit Hours : 19]

Code	Title	Hours
Core Courses		
COLL 101	ORIENTATION TO COLLEGE ¹	0
Writing and Rhetoric (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr)		3
Quantitative Reasoning (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr)		3
Scientific Inquiry (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si)		4
People and Their Worlds (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw)		3
Aesthetics, Creativity, and Appreciation (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca)		3
Human Communication and Interaction (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci)		3
Program Courses		
GBUS 101	INTRO TO BUSINESS	3
GBUS 117	FINANCIAL BUSINESS APPLICATION	3
GBUS 202	BUSINESS COMMUNICATION	3
IMC 101 (Fundamentals of IMC)		3
IMC 110 (Basic Media Writing)		3
IMC 215 (Media Writing)		3
IMC 220 (Photography)		3
IMC 117 (Introduction to Social Media)		3
IMC 218 (News Reporting)		3
IMC 225 (Media Writing)		3
IMC 235 (Fundamentals of Video Production)		3
IMC 217 (Advanced Social Media Mgmt)		3
IMC 239 (Video/Podcast Writing)		3
IMC 240 (Multimedia Reporting)		3
Total Hours		61

¹ Institutional Graduation Requirement, but does not count in the degree total.