

INTEGRATED MARKETING COMMUNICATION, A.A.S.

Course	Title	Hours
Semester 1		
COLL 101	ORIENTATION TO COLLEGE ¹	0
Writing and Rhetoric (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#wr) Elective: (ENGL 101 is preferred)		3
Quantitative Reasoning (https://vvup-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://vvup-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://vvup-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://vvup-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://vvup-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