

INTEGRATED MARKETING COMMUNICATION, B.A.S.

The **Bachelor 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.

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

Total Degree Credits: 121

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 (New Reporting)		
Select one of the following:		3
CMS 225		MEDIA DESIGN I
IMC 225 (Media Design)		
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://vvup-public.courseleaf.com/programs-study/general-education-mission/#ptw) (ECON 201 is preferred)		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
Semester 5		
Select one of the following:		3
CMS 360	DIGITAL IMAGING	
IMC 360 (Digital Imaging)		
IMC 370 (Marketing Design)		3
MKTG 230	PRINCIPLES OF MARKETING	3
MGMT 220	PRINCIPLES OF MANAGEMENT	3
Writing and Rhetoric (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#wr) Elective: (ENGL 102 is preferred)		3
Hours		15
Semester 6		
People and Their Worlds (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#ptw) (ECON 202 is preferred)		3
Quantitative Reasoning (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#qr) Elective: (MATH 211 is preferred)		3
Select one of the following:		3
CMS 437	STGC COMM WRITING/CASE STUDIES	
IMC 437 (Branded Content)		
Select one of the following:		3
CMS 359	BROADCAST REPORTING	
IMC 359 (Broadcast Technical Production)		
Select one of the following:		3
CMS 317	SOCIAL MEDIA CAMPAIGNS	
IMC 317 (Social Media Campaign)		
Hours		15
Semester 7		
GBUS 310	BUSINESS LAW 1	3
Select one of the following:		3
CMS 425	VIDEO PRODUCTION	
IMC 425 (Advanced Video Production)		
Select one of the following:		3
CMS 428	MEDIA ETHICS AND LAW	
IMC 428 (Media Ethics and Law)		
Scientific Inquiry (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#si)		3-4
MKTG 341	ADVERTISING	3
Hours		15-16
Semester 8		
Aesthetics, Creativity, and Appreciation (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#aca)		3
IMC 327 (Event Planning)		3
Select one of the following:		3
CMS 410	GRAPHIC DESIGN	
IMC 410 (Graphic Design)		
Select one of the following:		3
CMS 439	STRATEGIC COMM CAMPAIGN MGMT	
IMC 439 (Campaign Management)		
Select one of the following:		3
CMS 440	COMM & MEDIA INTERNSHIP	
IMC 440 (IMC Internship)		
Hours		15
Total Hours		121-122

¹ Required 1-credit hour course, but is not counted in the degree total.

Degree requires a total of 121 credit hours. [Core Course Credit Hours : 34]

Code	Title	Hours
Core Courses		
Writing and Rhetoric (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr) Elective: (ENGL 101 and ENGL 102 is preferred)		6
Quantitative Reasoning (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr)		6
MATH 211	~STATISTICS ²	
Scientific Inquiry (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si)		7-8
Aesthetics, Creativity, and Appreciation (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca)		6
Human Communication and Interaction (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci) Elective: (COMM 105, 111, or 112 is preferred)		3
People and Their Worlds (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw) (ECON 201 and 202 is preferred)		6
COLL 101	ORIENTATION TO COLLEGE ¹	0
Program Courses		
IMC 101 (FUNDAMENTALS OF INTEGRATED MARKETING COMM)		3
IMC 110 (BASIC MEDIA WRITING)		3
GBUS 101	INTRO TO BUSINESS	3
GBUS 202	BUSINESS COMMUNICATION	3
IMC 215 (MEDIA WRITING)		3
IMC 220 (PHOTOGRAPHY)		3
IMC 117 (INTRO TO SOCIAL MEDIA)		3
IMC 218 (NEWS REPORTING)		3
IMC 225 (MEDIA DESIGN)		3
GBUS 117	FINANCIAL BUSINESS APPLICATION	3
IMC 235 (FUND OF VIDEO PRODUCTION)		3
IMC 217 (ADV SOCIAL MEDIA MANAGEMENT)		3
IMC 239 (VIDEO/PODCAST WRITING)		3
IMC 240 (MULTIMEDIA REPORTING)		3
IMC 360 (DIGITAL IMAGING)		3
IMC 370 (MARKETING DESIGN)		3
MKTG 230	PRINCIPLES OF MARKETING	3
MGMT 220	PRINCIPLES OF MANAGEMENT	3
IMC 437 (BRANDED CONTENT)		3
IMC 359 (BROADCAST TECHNICAL PRODUCTION)		3
IMC 317 (SOCIAL MEDIA CAMPAIGN)		3
GBUS 310	BUSINESS LAW 1	3
IMC 425 (ADV VIDEO PRODUCTION)		3
IMC 428 (MEDIA ETHICS AND LAW)		3
MKTG 341	ADVERTISING	3
IMC 327 (EVENT PLANNING)		3
IMC 410 (GRAPHIC DESIGN)		3
IMC 439 (CAMPAIGN MANAGEMENT)		3
IMC 440 (IMC INTERNSHIP)		3
Total Hours		121-122

¹ Required 1-credit hour course, but is not counted in the degree total.

² 3 hours from Associate and MATH 211 ~STATISTICS required in BAS due to program outcomes, courses, and assessments.