

# INTEGRATED MARKETING COMMUNICATION, B.A.S.

Course	Title	Hours
<b>Semester 1</b>		
COLL 101	ORIENTATION TO COLLEGE <sup>1</sup>	0
Writing and Rhetoric ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr</a> ) Elective: (ENGL 101 is preferred)		3
Quantitative Reasoning ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr</a> )		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 ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci</a> ) Elective: (COMM 105, 111, or 112 is preferred)		3
<b>Hours</b>		<b>15</b>
<b>Semester 2</b>		
Scientific Inquiry ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si</a> )		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)		
<b>Hours</b>		<b>16</b>
<b>Semester 3</b>		
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 ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca</a> )		3
GBUS 117	FINANCIAL BUSINESS APPLICATION	3
<b>Hours</b>		<b>15</b>
<b>Semester 4</b>		
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 ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw</a> ) (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)		
<b>Hours</b>		<b>15</b>
<b>Semester 5</b>		
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 ( <a href="https://vvup-public.courseleaf.com/programs-study/general-education-mission/#wr">https://vvup-public.courseleaf.com/programs-study/general-education-mission/#wr</a> ) Elective: (ENGL 102 is preferred)		3
<b>Hours</b>		<b>15</b>
<b>Semester 6</b>		
People and Their Worlds ( <a href="https://vvup-public.courseleaf.com/programs-study/general-education-mission/#ptw">https://vvup-public.courseleaf.com/programs-study/general-education-mission/#ptw</a> ) (ECON 202 is preferred)		3
Quantitative Reasoning ( <a href="https://vvup-public.courseleaf.com/programs-study/general-education-mission/#qr">https://vvup-public.courseleaf.com/programs-study/general-education-mission/#qr</a> ) 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)		
<b>Hours</b>		<b>15</b>
<b>Semester 7</b>		
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 ( <a href="https://vvup-public.courseleaf.com/programs-study/general-education-mission/#si">https://vvup-public.courseleaf.com/programs-study/general-education-mission/#si</a> )		3-4
MKTG 341	ADVERTISING	3
<b>Hours</b>		<b>15-16</b>
<b>Semester 8</b>		
Aesthetics, Creativity, and Appreciation ( <a href="https://vvup-public.courseleaf.com/programs-study/general-education-mission/#aca">https://vvup-public.courseleaf.com/programs-study/general-education-mission/#aca</a> )		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)		
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>121-122</b>

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