

Meek School of Journalism and New Media--Bachelor of Science in Integrated Marketing Communications

Writing and English Literature (12 hours)

Writ 100 OR 101 (3 hours)
Writ 102 or Liba 102 (3 hours)

Eng _____ (3 hours)
Eng _____ (3 hours)

Credits	Grade

Foreign Language (*6 hours @200+ level)

_____101 or 111 (pre-req)

_____102 (pre-req)
_____201 OR 211
_____202

Credits	Grade

Computer Science Language

CSCI 191
CSCI 203
MIS 280

Credits	Grade

Humanities

Credits	Grade

Social Science (3 hours)

Pol 101 (Required)

Credits	Grade

Mathematics (3 hours)

Math_____

Credits	Grade

History (6 hours)

HST _____
HST _____

Credits	Grade

Science (9-11 hours)

Science w/lab _____
Science w/lab _____
Science w/o lab _____

Credits	Grade

Fine Arts (3 hours)

Credits	Grade

Diversity Requirement (3 hours)

Credits	Grade

COURSE DESCRIPTION

Writing: 6 hours

Writing: (6 hours) Writ 100--Intro to College Writing OR Writ 101--First-Year Writing I and Writ 102--First Year Writing II OR Liba 102--First Year Seminar (Writ 100 or 101 are pre-requisites for Writ 102 and Liba 102)

English Literature: (6 hours) Eng 221--World Lit., Eng 222--World Lit., Eng 223--American Lit, Eng 224--American Lit., Eng 225--British Lit., Eng 226--British Lit. Advanced Eng/Writ classes will not count.

Foreign Language: 6 hours--200+ or above

All 6 of these hours must be at the 200 level or above.

***Students are required to fulfill any/all prerequisites before enrolling in 200-level course work. Starting at the 100- level will result in the need to take a total of 12 hours of language.**

Computer Science: 9 hours--**Students who select the Fall 2016 catalog or a later catalog may choose to complete the computer science course sequence in lieu of foreign language.**

CSCI 191--Office Applications

CSCI 203--Computer and Information Processing (*Prerequisite is math sub score of 22 or completion of Math 121 or above.*)

MIS 280--Business Application Programming I (Only offered each fall semester)

Humanities: 3 hours

African American Studies (Aas), Classical Civilization (Clc), Philosophy (Phil), Religion (Rel), Southern Studies (S St) 101, 102, University Honors (Hon) 101, 102, Gender Studies (G St) 103, 201, 311, 390

Social Science: 3 hours

Required: Pol 101--Intro to American Politics (required for all Meek School majors).

Math: 3 hours

Recommend: Math 115-- Elementary Statistics,, Math 120--Quantitative Reasoning, or Math 121--College Algebra

History: 6 hours

The Department of History recommends *HST 120--Intro to European History to 1648, HST 121--Intro to European History since 1648, HST 130--Intro to US History to 1877, or HST 131--Intro to US History since 1877. Students with less than 24 hours are not permitted to take 300+ level history courses.*

Science: 9-11 hours

Two of the three required science courses must have labs and be chosen from the following: *Astronomy (cannot take both Astr 101 AND Astr 103 to satisfy degree requirements; may take one or the other.) , Physics (Phys), Physical Science (Phys), Biology (Bisc), Chemistry (CANNOT TAKE CHEM 101) , Geology (Geol) (cannot take both Geol 101 and 104 to satisfy degree requirement; other Geol combinations are OK.) , Integrated Science (Liba 150, Liba 151)*

Fine Arts: 3 hours

Art History (any AH course); Mus 101, 102, 103, 104, 105 (Mus 103 and 104 are general appreciation courses); Dance (Danc) 200; Theater (Thea) 201, 202; Liba 130--Intro to Fine Arts

Diversity Requirement: 3 hours

This course must be in addition to any course used to fulfill the humanities requirement from the following: *African American Studies (Aas) (any course), Gender Studies (G St) (any course), Anthropology (Anth 101, 303), Southern Studies (must take either S St 303 or 402), Religious Studies (Rel) (any course), Sociology (Soc 313, 325, 413), International Studies (any course).* Hours earned from study abroad experiences may fulfill the diversity course requirement.

Bachelor of Science in Integrated Marketing Communications

Degree Requirements--Students entering program after 3/13/2013*

IMC Core--33 hours

Credits	Grade	Title of Course
		Intro to Mass Communication
		Intro to Integrated Marketing Communications
		Writing for Integrated Marketing Communications
		Creative Visual thinking (Prerequisite is IMC 205 or by instructor consent.)
		Account Planning (Prerequisite is IMC 204 & 205 or by instructor consent.)
		Internet Marketing (Prerequisite is IMC 205.)
		Communications Law
		Intro to Writing for Advertising (Prerequisite is IMC 205.)
		Public Relations (Prerequisite is Jour 102 or IMC 205.)
		IMC Research (Prerequisite is IMC 204 & 205.)
		IMC Campaigns (Prerequisites are IMC 304, IMC 404, and Jour 391 or by instructor consent.)

Business Administration Minor--24 hours

Credits	Grade	Title of Course
		Accounting I (D is passing.)
		Accounting II (Prerequisite is Accy 201.)
		Principles of Microeconomics
		Principles of Macroeconomics (Prerequisite is Econ 202.)
		Business Communication (Prerequisite is Writ 102, Liba 102, or Hon 102.)
		Essentials of Marketing (must have earned 54 hours.)
		Any 300+ level Marketing course (Prerequisite is GB 350. Cannot take Mktg 351 to fulfill this course requirement.)
		Entrepreneurship & Management (must have earned 54 hours.)

OPTIONAL Magazine & Management Specialization--6 Hours

Credits	Grade	Title of Course
		Magazine Service Journalism (Prerequisite--IMC 205 or Jour 271 and Jour 273 pre-req/co-req or by consent of instructor)
		Magazine Service Journalism Publishing (Prerequisite--Jour 401)

OPTIONAL Media Sales & Management Specialization--6 hours

Credits	Grade	Title of Course
		Media Sales
		Media Management (Prerequisite is Jour 386.)

OPTIONAL Public Relations Specialization--9 hours

Credits	Grade	Title of Course
		Intro to Multimedia Writing (Prerequisites--Writ 100, 101, OR 102; Liba 102, Hon 101 OR 102)
		Public Relations Techniques (Prerequisite--Jour 391; Jour 271 also recommended)
		Public Relations Case Problems (Prerequisite--Jour 391 w/min C)

OPTIONAL Sports Communication and Promotions--9 hours

Credits	Grade	Title of Course
		Foundations of Sports (must be a junior.)
		Sports Promotion (must be a junior.)
		Choose three (3) hours from the following: Jour 588--Sports Media, Jour 589--Sports Production, any other sports-themed course, OR a 3-hour internship in athletics.

Special Notes

1. IMC requires 124 hours and **42 of these hours must be taken at the advanced level (300 level or above)**. 300-level required courses from the degree program are included in the 42 hours.
2. The IMC major requires at least 33 hours of Journalism/IMC courses.
3. A grade of "C" or higher is required for all JOUR, IMC, and business minor courses, **(except Accy 201)**, and each course may only be attempted a maximum of two times. A third attempt will only be granted by an approved appeal.
4. By completing the requirements for the IMC major, students also fulfill a minor in Business Administration.
5. Some electives require a specified MacBook Pro. Go to meek.olemiss.edu for more information.
6. Honors students should refer to the prescribed honors curriculum set by the Sally McDonnell Barksdale Honors College.

Journalism/IMC Electives--Students need at least 124 hours to graduate. To meet that requirement, in addition to core classes, courses may be chosen from any other courses/subjects offered in other schools and/or departments on campus. When choosing electives, advanced electives are suggested because it helps meet the advanced-level requirement. See catalog for pre-reqs and refer to MyOleMiss for an updated list of semester courses.