

Integrated Marketing Communication

Semester 1	
ENGL 101	(3)
Quantitative Reasoning elective	(3)
IMC 101 - Fundamentals of Integrated Marketing Communication	(3)
IMC 110 - Basic Media Writing	(3)
Human Communication and Interaction elective (prefer COMM 105, COMM 111 or COMM 112)	(3)
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Semester 2	
Scientific Inquiry elective	(4)
GBUS 101 Introduction to Business	(3)
GBUS 202 – Business Communication (PreReq COMM 105, COMM 111, COMM 112, or SPCH 111)	(3)
IMC 215 - Media Writing	(3)
IMC 220 – Photography	(3)
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Semester 3	
IMC 117 - Introduction to Social Media	(3)
IMC 218 - News Reporting	(3)
IMC 225 - Media Design	(3)
Aesthetics, Creativity and Appreciation elective	(3)
GBUS 117 Financial Business Application	(3)
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Semester 4	
IMC 235 - Fundamentals of Video Production	(3)
IMC 217 - Advanced Social Media Management	(3)
People and their Worlds elective (prefer ECON 201)	(3)
IMC 239 - Video/Podcast Writing	(3)
IMC 240 - Multimedia Reporting	(3)
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