

Student: \_\_\_\_\_  
 ID #: \_\_\_\_\_ Major: \_\_\_\_\_



## CORE CURRICULUM GUIDE

Credits required: 48

Academic Year 2020-2021

Realms and Additional requirements	Met	Credits	Gr	Cr	Tm
<b>PHILOSOPHY/THEOLOGY (sea, phi, thy) (min 10 credits)</b>					
Search for Meaning (sea) (SEA 101)		4			
Philosophy (phi)		3-4			
Theology (thy)		3-4			
<b>COMMUNICATIONS/MATH (cm) (min. 8 credits)</b>					
Oral Communication (1 of 3 public speaking courses)		2-3			
College Research Writing (ENG 120)		3			
World Language (3 credits or equivalency fulfilled)		3			
College Level Math (MAT 104 or higher)		3-4			
<b>HUMANISTICS (his, bes, hum) (min. 9 credits)</b>					
History (his) (min. 3 cr.)		3-4			
Behavioral Science (bes) (min. 3 cr.)		3-4			
Option (his, bes, hum) (min. 3 cr.)		3-4			
<b>LITERATURE/FINE ARTS (lit, fa) (min. 9 credits)</b>					
Literature (lit) (min. 3 cr.)		3-4			
Fine Arts (fa) (min. 3 cr. of music, art, or dance)		3-4			
Option (lit or fa) (min. 2 cr.)		2-4			
<b>SCIENCES (sci, bio, che, phy) (min. 3 credits)</b>					
Earth science, biology, chemistry, or physics (min. 3 cr.)		3-4			
<b>LEADERSHIP REQUIREMENT (Waived for those with <math>\geq 15</math> credits or <math>\geq 24</math> years. Not waived for the RN to BSN or Nursing 1-2-1 Program.)</b>					
Leadership for Social Justice Seminar (SYM 110) (W = waived)		3			
<b>GLOBAL REQUIREMENT (g) (min. 3 credits)</b>					
One "global-designated" course. Transfer courses do not qualify.		3-4			
<b>GRADUATION REQUIREMENTS:</b> 120 total credits required for graduation. Additional information in the University bulletin.					
<b>ELECTIVE CREDITS</b>					

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**COMMUNICATION  
INTEGRATED MARKETING CONCENTRATION**

**MAJOR**

Credits required: 44

Academic Year 2020-2021

**Note:** 2.5 GPA for courses in the major, internship. Students are strongly encouraged to select a minor in Writing for New Media, English Journalism, Business Administration, Graphic Design, or Entrepreneurship.

Course Code	Course Title	Credits	Gr	Cr	Tm
COM 220	Communication Theory	3			
COM 255	Introduction to Media Studies	3			
COM 270	Integrated Marketing Communications	3			
COM 340	Digital Marketing and Social Media	3			
COM 343	Persuasive Communication	3			
COM 350	Global Marketing	3			
COM 410	Research Methods	3			
COM 420	Brand Strategy	3			
COM 494	Capstone Experience	2			
COM 498	Internship	3-4			
BUS 331	Principles of Marketing	3			
	<b>BUS/GRD electives - choose 1 from the following courses:</b>				
BUS 260	Introduction to Entrepreneurship	3			
BUS 340	Consumer Behavior	3			
BUS 360	Advertising and Promotion	3			
GRD 232	Technology Principles: Adobe Photoshop & Adobe Illustrator	3			
GRD 258	Design Principles	3			
	<b>PR electives - choose 1 from the following courses:</b>				
COM 301	Introduction to Public Relations	3			
COM 355	Crisis Communication	3			
COM 491	Strategic Public Relations Management	3			
	<b>COM/ENG electives - choose 2 from the following courses:</b>				
COM 231	Interpersonal Communication	3			
COM 232	Small Group Communication	3			
COM 235	Intercultural Communication	4			
COM 285	Video Production I	3			
COM 310	Gender Communication	4			
COM 320	Organizational Communication	3			
COM 330	Health Communication	3			
COM 365	Selected Topics in Communication	2-4			
COM 385	Video Production II	3			
ENG 125	Writing for Social Media	4			
ENG 220	Special Topics in Writing	1-4			
ENG 318	Editing for Publication	4			
ENG 325	Advanced Writing for New Media	4			