

# INTEGRATED MARKETING COMMUNICATIONS, BA

Integrated Marketing Communications is the term for the broad field that includes advertising, public relations, promotional marketing, and numerous other forms of persuasive communications activities. Students majoring in Integrated Marketing Communications are prepared for entry-level work in any area of the broad field. IMC students have the option to follow a general IMC curriculum, without a concentration, or choose one of three concentrations—public relations, advertising management, or advertising creative.

Roosevelt's faculty in Integrated Marketing Communications are teachers, first and foremost. All have had successful careers in the IMC business with responsibility for building and managing major-brand communications activities. All also have distinguished academic credentials. IMC faculty designed this curriculum and bring their work experiences to bear in every class, keeping the courses up to date and in step with new developments in this constantly evolving field.

Integrated Marketing Communications majors are encouraged to pursue a minor in related and complementary fields, such as Journalism (<http://catalog.roosevelt.edu/undergraduate/arts-sciences/journalism-minor>) or Media Studies (<http://catalog.roosevelt.edu/undergraduate/arts-sciences/media-studies-minor>), or in a social science field, such as Psychology (<http://catalog.roosevelt.edu/undergraduate/arts-sciences/psychology-minor>) or Sociology (<http://catalog.roosevelt.edu/undergraduate/arts-sciences/sociology-minor>).

## Prerequisites

To begin an IMC major, students complete COMM 201 COMMUNICATION IN THE INFO AGE or its equivalent with a grade of C or better. Transfer students must complete at least eight of their IMC courses (24 credit hours) at Roosevelt.

## Requirements

The Integrated Marketing Communications major is a total of 12 courses (37 credit hours), including eight core courses and four electives. Electives can be selected to specialize in one of three concentrations listed below, or students can pursue a more generalized (non-concentration) IMC curriculum.

To receive the B.A. degree in this field, IMC majors must:

- Successfully complete a professional internship work experience in the field, IMC 399 (<https://www.roosevelt.edu/Catalog/Undergraduate/Course.aspx?subj=IMC&num=399>) Internship in IMC.
- Successfully complete the capstone requirement, IMC 347 (<https://www.roosevelt.edu/Catalog/Undergraduate/Course.aspx?subj=IMC&num=347>) IMC Campaigns. This is a team project course in which students work to solve a marketing communications problem for a client and then present their team recommendations to the client.
- Complete all courses in the major with a minimum grade of C (not C-) or better.
- Maintain at least an overall grade point average of B- (2.67 or higher GPA) in the major.

In addition, note that:

- Transfer students must complete eight IMC courses (24 credit hours) at Roosevelt.
- No 100-level courses may count toward the hours required for this major.
- No Pass/Fail grades are accepted for this major.

### Core

IMC 202	IMC PRINCIPLES/BEST PRACTICES	3
IMC 220	MEDIA WRITING	4
IMC 240	IMC RESEARCH	3
IMC 302	FUNDAMENTALS OF PUBLIC RELATIONS	3
IMC 303	FUNDAMENTALS OF ADVERTISING	3
IMC 347	IMC CAMPAIGNS	3
IMC 363	LAW AND ETHICS	3
IMC 399	INTERNSHIP IN IMC	3

### Electives

Four courses at the 200 or 300 level in IMC, JOUR or MED (or may be an area of concentration, listed below)

### General Education, University Writing Requirement, and Electives

Courses to total 120	83
Total Credit Hours	120

## Specified Electives for Concentrations

### Advertising Creative

IMC 349	ADVERTISING PORTFOLIO I	3
IMC 350	ADVERTISING PORTFOLIO II	3
Total Credit Hours	6	

### Advertising Management

IMC 344	BRAND MANAGEMENT	3
IMC 345	ADVERTISING MEDIA	3
Total Credit Hours	6	

### Public Relations

IMC 340	MEDIA RELATIONS	3
IMC 343	REPUTATION MANAGEMENT ((or approved Public Relations course))	3
Total Credit Hours	6	

## General Education Requirements

Code	Title	Credit Hours
<b>Academic Communities of Practice</b>		
ACP 101	FIRST YEAR SEMINAR <sup>1</sup>	3
ACP 110	PRIMARY TEXTS	3
ACP 250	FOUNDATIONS FOR CHANGE	3
<b>English Composition <sup>2</sup></b>		
ENG 101	COMPOSITION I: CRITICAL READING & WRITING	3
ENG 102	COMPOSITION II: INTRODUCTION TO ACADEMIC RESEARCH	3
<b>Humanities</b>		

Select 9 credits from the following subject areas: African-American Studies, Art History, English (excluding ENG 101 and ENG 102), History, Languages, Music, Philosophy, Theatre, Speech and Women’s and Gender Studies	9
<b>Mathematics</b>	
MATH 110 QUANTITATIVE LITERACY (or above) <sup>3</sup>	3
<b>Non-Western requirement</b>	
Non-Western course (can be used for Humanities or Social Sciences general education requirements)	3
<b>RU mission-related course<sup>2</sup></b>	
LIBS 201 WRITING SOCIAL JUSTICE	3
<b>Science</b>	
One biological science and one physical science required (at least one must be a four-hour lab (not applicable for science majors))	7-8
<b>Social Sciences</b>	
Select 9 credits from the following subject areas: African-American Studies, Anthropology, Economics, History, Journalism, Philosophy, Political Science, Psychology, Sociology and Women’s and Gender Studies	9
<b>Total Credit Hours</b>	<b>49-50</b>

<sup>1</sup> Required for students who enter RU with fewer than 12 credit hours  
<sup>2</sup> Minimum grade of C- required  
<sup>3</sup> Math, Computer Science & Technology, and Science majors have different requirements—see advisor

These quantitative requirements also apply to degrees in the College of Arts and Sciences:

- Students may apply no more than 60 credit hours of 100-level courses toward the degree.
- Students must apply no fewer than 60 credit hours of 200- and 300-level courses toward the degree.
- Students must have at least 18 credit hours (of the 60 credit hours above) at the 300 level.
- Students may transfer in no more than 66 credit hours from community colleges.
- Students must take their final 30 hours at Roosevelt University. Note that some majors have additional requirements for RU hours.
- Students must have a grade point average of 2.0 or higher to graduate. Note that some majors have additional GPA requirements.
- Students must have a minimum of 90 hours in Arts and Sciences.
- Students may apply no more than 51 hours in the major (BA) or 57 hours in the major (BS)

Your degree map is a general guide suggesting courses to complete each term on the academic pathway to your degree. It is based on the most current scheduling information from your academic program. Your program’s degree map is reviewed annually and updated as schedules change (although you retain the same course requirements as long as you are continuously enrolled in your degree program).

Always work closely with your academic advisor to understand curriculum requirements and scheduling, as each student’s academic plan can look slightly different.

<b>Year 1</b>		
<b>Fall</b>	<b>Credit Hours</b>	<b>Credit Hours</b>
ACP 101	3	ACP 110 3
ENG 101	3	ENG 102 3
MATH 110	3	COMM 150 (Or other Social Science #1) 3
BIOL 111 or 112	4	Humanities #2 3
Humanities #1	3	Physical Science <sup>5</sup> 3
	16	15

<b>Year 2</b>		
<b>Fall</b>	<b>Credit Hours</b>	<b>Credit Hours</b>
LIBS 201 or ACP 250	3	ACP 250 or LIBS 201 3
COMM 201	3	IMC 240 3
IMC 202	3	Social Science #3 3
IMC 220	4	Humanities #3 3
Social Science #2	3	Non-Western Studies Course <sup>4</sup> 3
	16	15

<b>Year 3</b>		
<b>Fall</b>	<b>Credit Hours</b>	<b>Credit Hours</b>
IMC 302	3	IMC 363 3
IMC 303	3	IMC 399 (or IMC, Journalism, or Media Studies Elective) 3
General Elective <sup>1</sup>	3	General Elective <sup>1</sup> 3
General Elective <sup>1</sup>	3	General Elective <sup>1</sup> 3
General Elective <sup>1</sup>	3	General Elective <sup>1</sup> 3
	15	15

<b>Year 4</b>		
<b>Fall</b>	<b>Credit Hours</b>	<b>Credit Hours</b>
IMC 399 (or IMC, Journalism, or Media Studies Elective)	3	IMC 347 3
IMC, JOUR, or MEI	3	General Elective <sup>1</sup> 3
General Elective <sup>1</sup>	3	IMC, JOUR, or MED 2XX or 3XX <sup>2,3</sup> 3
General Elective <sup>1</sup>	3	General Elective <sup>1</sup> 3
IMC, JOUR or MED 2XX or 3XX <sup>2,3</sup>	3	General Elective <sup>1</sup> 3
	15	15

Total Credit Hours 122

<sup>1</sup> Or course towards an optional Minor.  
<sup>2</sup> Any course at the 200 level within the discipline.  
<sup>3</sup> Any course at the 300 level within the discipline.  
<sup>4</sup> This requirement can be fulfilled by other requirements.  
<sup>5</sup> One Natural Science course must have a lab.