

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 (not 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:

- 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.
- Successfully complete a professional internship work experience in the field, IMC 399 INTERNSHIP IN IMC.
- Successfully complete the capstone requirement, IMC 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.

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.
- IMC 399 INTERNSHIP IN IMC is graded pass/fail.
- No pass/fail grades, other than IMC 399 INTERNSHIP IN IMC, are accepted for this major.

Code	Title	Credit Hours
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)		12
General Education, University Writing Requirement, and Electives		
Courses to total 120		83
Total Credit Hours		120

Concentrations in IMC

Advertising Creative

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

Advertising Management

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

Public Relations

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

CORE Requirements (General Education)

Code	Title	Credit Hours
First Year Success Course or Transfer Success Course		
FYS 101 or TRS 101	FIRST YEAR SUCCESS COURSE TRANSFER SUCCESS 101	1
Communication Requirement		
ENG 101	COMPOSITION I: CRITICAL READING & WRITING	3
ENG 102	COMPOSITION II: INTRODUCTION TO ACADEMIC RESEARCH	3

LIBS 201	WRITING SOCIAL JUSTICE (Transfer students with acceptable communication credit may be exempt from this requirement.)	3
Ideas Across Disciplines		
3 credits in coursework categorized as Ideas.		3
Humanities and Fine and Performing Arts		
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
Mathematics		
MATH 110	QUANTITATIVE LITERACY (or above)	3
Science		
One biological science and one physical science required (at least one must be a four-hour lab). (Not applicable for science majors)		7-8
Social Sciences		
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
Experiential Learning		
6 credits from coursework categorized as Experiential Learning.		
Total Credit Hours		41-42

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

- Students must earn a minimum of 120 semester hours.
- 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 70 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 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. Transfer students should be particularly attentive to the terms when courses are offered. Consult an advisor

in the IMC program or the department chair for further information on scheduling.

Year 1

Fall	Credit Hours	Spring	Credit Hours
FYS 101 ⁴		1 Ideas Across Disciplines course ⁶	3
MATH 110		3 ENG 102	3
ENG 101		3 COMM 150 or or Social Science #1	3
BIOL 111 or 112		4 Humanities #2	3
Humanities #1		3 Physical Science ⁵	3
		14	15

Year 2

Fall	Credit Hours	Spring	Credit Hours
LIBS 201		3 IMC 240	3
COMM 201		3 Social Science #3	3
IMC 202		3 Humanities #3	3
IMC 220		4 General Elective ¹	3
Social Science #2		3 General Elective ¹	3
		16	15

Year 3

Fall	Credit Hours	Spring	Credit Hours
IMC 302		3 IMC 363	3
IMC 303		3 IMC 399 (or IMC, Journalism, or Media Studies Elective) ⁷	3
General Elective ¹		3 General Elective ¹	3
General Elective ¹		3 General Elective ¹	3
General Elective ¹		3 General Elective ¹	3
		15	15

Year 4

Fall	Credit Hours	Spring	Credit Hours
IMC 399 (or IMC, Journalism, or Media Studies Elective) ⁷		3 IMC 347 ⁷	3
IMC, JOUR or MED 2XX, 3XX ^{2,3}		3 General Elective ¹	3
IMC, JOUR or MED 2XX or 3XX ^{2,3}		3 IMC, JOUR, or MED 2XX or 3XX ^{2,3}	3
General Elective ¹		3 General Elective ¹	3
General Elective ¹		3 General Elective ¹	3
		15	15

Total Credit Hours 120

- ¹ General electives are courses outside the major. A course counting toward a minor may be taken here in place of a general elective.
- ² Any course at the 200 level within the discipline.
- ³ Any course at the 300 level within the discipline.
- ⁴ The First-Year Success course is required of freshmen with fewer than 12 hours and is taken in the first semester at RU.

- ⁵ One Natural Science course must have a lab.
- ⁶ An Ideas Across Disciplines course is required for all new students with fewer than 30 hours and should be taken in students' second semester at Roosevelt. Ideas Across Disciplines courses at the 200 level in Integrated Marketing Communications, Journalism, or Media Studies can fulfill this requirement and simultaneously be used as an elective in the major for students in the B.A. in Integrated Marketing Communications and the B.A. in Journalism and Media Studies.
- ⁷ IMC 347 IMC Campaigns and IMC 399 Internship in IMC fulfill the university's requirement for two Experiential Learning courses. Additional Experiential Learning courses are optional.