

# BA in Communication - Integrated Marketing Communication Emphasis

## Program Requirements

A minimum total of 120 credit hours is required for the BA in communication - integrated marketing communication emphasis. Students majoring in communication must maintain a 2.500 grade point average (overall and in the major), complete a minimum of 42 credit hours in communication, including 12 credit hours in the communication core. At least 30 credit hours must be in the following structured emphasis area. In addition to meeting the requirements of the WSU General Education Program (<http://catalog.wichita.edu/undergraduate/academic-information/general-education-program/>) and the requirements of Fairmount College Liberal Arts and Sciences, students in the BA in communication - integrated marketing communication emphasis must take the following courses:

| Course  | Title  | Hours      |
|---|--|------------|
| <b>General Education</b>  |  |            |
| Select courses to meet General Education requirements <sup>1</sup>    |  | 34-35      |
| <b>College Requirements</b>   |  |            |
| Select courses to complete all LAS Competency Areas <sup>1</sup>      |  | 36         |
| <b>Communication Core Courses</b>                                     |  |            |
| COMM 205  | Visual Technologies                                | 3          |
| COMM 206  | Introduction to Multimedia                         | 3          |
| COMM 301  | Writing for the Mass Audience                      | 3          |
| COMM 350  | Communication Strategy for the Mass Audience       | 3          |
| <b>Integrated Marketing Communications Emphasis Courses</b>           |  |            |
| COMM 324  | Integrated Marketing Communication                 | 3          |
| COMM 450  | Integrated Marketing Communication Strategy        | 3          |
| COMM 626  | Integrated Marketing Communications Campaigns      | 3          |
| Take two of the following three                                       |  | 6          |
| COMM 502  | Public Information Writing                         |            |
| COMM 525  | Advertising Copywriting                            |            |
| COMM 562  | Shocker Ad Lab                                     |            |
| Take one of the following   |  | 3          |
| COMM 430  | Communication Research and Inquiry                 |            |
| COMM 530  | Media Analytics and Audience Behavior              |            |
| COMM 325  | Speaking in Business and the Professions           | 3          |
| COMM 631  | Historical and Theoretical Issues in Communication | 3          |
| Select 6 credit hours of upper-division communication elective credit |  | 6          |
| <b>Open Electives</b>   |  |            |
| Select enough electives to reach 120 credit hours                     |  | 7-8        |
| <b>Total Credit Hours</b>   |  | <b>120</b> |

<sup>1</sup> Required major courses may also count towards General Education and/or LAS Competencies. Students will need to select additional electives to reach 120 credit hours required for graduation with assistance from an advisor.

## Applied Learning

Students in the BA in communication - integrated marketing communication program are required to complete an applied learning or research experience to graduate from the program. The requirement can be met by completing COMM 626 Integrated Marketing Communications Campaigns.