

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 39 credit hours in communication, including 21 credit hours in the communication core. At least 18 credit hours must be in the following structured emphasis area. Students must also complete MKT 300 and MKT 405. In addition to meeting the requirements of the WSU General Education Program (<http://catalog.wichita.edu/undergraduate/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
Communication Core Courses		
COMM 130 or COMM 190	Communication and Society Introduction to Human Communication	3
COMM 301	Writing for the Mass Audience	3
COMM 325	Speaking in Business and the Professions	3
COMM 535	Communication Analysis and Criticism	3
COMM 305 or COMM 306	Visual Technologies Introduction to Multimedia	3
Select two of the following:		6
COMM 430	Communication Research and Inquiry	
COMM 630	Communication Law and Responsibility	
COMM 631	Historical and Theoretical Issues in Communication	
Integrated Marketing Communications Emphasis Courses		
COMM 324	Integrated Marketing Communication	3
COMM 450	Integrated Marketing Communication Strategy	3
COMM 502	Public Information Writing	3
COMM 525	Advertising Copywriting	3
Select 3 credit hours of upper-division communication elective credit		3
COMM 626	Integrated Marketing Communications Campaigns	3
MKT 300	Marketing	3
MKT 405	Consumer Behavior	3
Total Credit Hours		45

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.