

# Integrated Marketing Communication, B.S.

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## Degree Offered

- Bachelor of Science

## Nature of the Program

The Integrated Marketing Communications program is a wholly online, major offered by the School of Media and Communications.

This major combines the complementary business and communications fields of advertising, marketing and public relations. As such, students develop an understanding of using traditional, digital/social media and other promotional and marketing techniques to reach and engage consumers and stakeholders. Students will learn about ethical, legal and socially responsible considerations in such efforts and will demonstrate an understanding of research, data, diverse audiences and inclusive practices.

## Admissions for 2025-2026

The Integrated Marketing and Communication Program uses the same undergraduate admission standards for first-time freshmen as West Virginia University (WVU).

Visit the WVU undergraduate admissions (<http://apply.wvu.edu/applynow/>) page for details on general WVU admission.

Students who have completed at least one full-time semester of college work (either at WVU or elsewhere) with a cumulative GPA of 2.0 or higher may also qualify for direct admission into the School of Media and Communications irrespective of standardized test scores.

Students who do not meet either of these criteria will automatically be enrolled in a pre-media major and advised by WVU's Center for Learning, Advising and Student Success (CLASS). Students advised in CLASS may declare a major in the School of Media and Communications once they have earned a cumulative GPA of 2.0 at WVU.

For questions contact Aaron Hawley at 304.293.3133 at [aaron.hawley@mail.wvu.edu](mailto:aaron.hawley@mail.wvu.edu)

Major code: 3721

## General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
<b>General Education Foundations</b>		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

## Degree Requirements

Code	Title	Hours
	University Requirements	69
	Integrated Marketing Communications Major Requirements	51
	Total Hours	120

## University Requirements

Code	Title	Hours
	General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)	
	Outstanding GEF Requirements 1, 2, 3, 5, 6, and 7	24
	General Electives	43
IMC 191	First-Year Seminar	2
	Total Hours	69

## Integrated Marketing Communications Major Requirements

Code	Title	Hours
	A minimum grade of C- is required in Integrated Marketing Communication Major Requirements.	
IMC 215	Principles of Integrated Marketing Communications (IMC)	3
MDIA 101	Media and Society	3
MDIA 215S	Media Writing	3
STCM 315	Strategic Advertising and Public Relations Writing	3
or PR 324S	Public Relations Writing and Applications	
	Select one of the following (GEF 4):	3
PSYC 101	Introduction to Psychology	
SOC 101	Introduction to Sociology	
ADPR 421S	Advertising & PR Audience Insights & Analysis	3
ADPR 439	Strategic Social Media	3
ADPR 450	Audience Psychology and Behavior	3
ADV 403	Media Planning/Strategy	3
BCOR 350	Principles of Marketing	3
MDIA 328	Media Ethics and Law	3
MDIA 438	Branded Content and Narrative	3
BCOR 380	Business Ethics	3
IMC 459	IMC Capstone	3
	Complete one IMC Track of student's choice *	9
	Total Hours	51

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I.M.C. track must be selected from the following: Entertainment Media, Event Planning, Health Promotion, Sport Communication or Strategic Social Media. Students must complete nine unique credit hours to complete their selected track.

## I.M.C Tracks

Code	Title	Hours
	Entertainment Media Track	9
PR 431	Promotion for Entertainment Media	
PR 432	Entertainment Media Branding	
PR 433	Entertainment Media Campaigns	
	Event Planning Track	9
PR 436	Event Planning	
PR 437	Event Promotion	
PR 438	Event Execution	
	Health Promotion Track	9

JRL 450	Writing for Health Promotion	
JRL 452	Applied Health Promotion	
JRL 454	Health Promotion Campaigns	
Sport Communication Track		9
JRL 412	Sport Journalism	
MDIA 361	Media Relations In Sport	
PR 412	IMC for Sport	
Strategic Social Media Track		9
JRL 432	Social Media Strategy	
JRL 433	Social Media Applications	
JRL 434	Social Media Campaigns	

## Suggested Plan of Study

### First Year

Fall	Hours	Spring	Hours
ENGL 101 (GEF 1)		3 MDIA 215S	3
IMC 215		3 GEF 2	3
IMC 191		2 Elective	3
MDIA 101 (GEF 4)		3 Elective	3
Elective		3 Select one of the following (GEF 4):	3
Elective		1 PSYC 101	
		SOC 101	
		15	15

### Second Year

Fall	Hours	Spring	Hours
ENGL 102 (GEF 1)		3 ADPR 439	3
BCOR 350		3 BCOR 380	3
STCM 315 or PR 324S		3 GEF 3	3
Elective		3 IMC Track Course #1	3
GEF 2		3 Elective	3
		15	15

### Third Year

Fall	Hours	Spring	Hours
ADPR 421S		3 ADV 403	3
GEF 5		3 GEF 6	3
IMC Track Course #2		3 ADPR 450	3
Elective		3 Elective	3
Elective		3 Elective	3
		15	15

### Fourth Year

Fall	Hours	Spring	Hours
MDIA 438		3 MDIA 328	3
IMC Track Course #3		3 IMC 459	3
Elective		3 GEF 7	3
Elective		3 Elective	3
Elective		3 Elective	3
		15	15

Total credit hours: 120

## Accelerated Bachelor's/Master's Program

### Degree Requirements

Code	Title	Hours
	University Requirements	36
	B.S. Integrated Marketing Communications Major Requirements	84
	M.S. Integrated Marketing Communications Requirements	18
Total Hours		138

### University Requirements

Code	Title	Hours
	General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)	
	Outstanding GEF Requirements 1, 2, 4, 5, 6, and 7	24
IMC 191	First-Year Seminar	2
	General Electives	10
Total Hours		36

### B.S. Integrated Marketing Communications Major Requirements

Code	Title	Hours
A minimum grade of C- is required in Integrated Marketing Communication Major Requirements.		
MDIA 101	Media and Society	3
IMC 215	Principles of Integrated Marketing Communications (IMC)	3
MDIA 215S	Media Writing	3
ACCT 201	Principles of Accounting 1	3
STCM 315 or PR 324S	Strategic Advertising and Public Relations Writing Public Relations Writing and Applications	3
BCOR 350	Principles of Marketing	3
ADPR 439	Strategic Social Media	3
MKTG 330	Distribution Channels	3
BCOR 380	Business Ethics	3
ECON 225	Elementary Business and Economics Statistics (GEF 3)	3
ADPR 421S or MKTG 325	Advertising & PR Audience Insights & Analysis Marketing Research	3
MKTG 350	Product and Brand Management	3
ADPR 450	Audience Psychology and Behavior	3
ADV 403	Media Planning/Strategy	3
ADV 491 or PR 491 or MKTG 491	Professional Field Experience Professional Field Experience Professional Field Experience	3
MDIA 438	Branded Content and Narrative	3
MKTG 400-Level Elective		3
IMC 459	IMC Capstone	3
BCOR 320	Legal Environment of Business	3
IMC 410	Introduction to Integrated Marketing Communications	3
IMC 511	Marketing Research and Analysis	3
IMC 512	Audience Insight	3
IMC 513	Brand Equity Management	3
<b>Required Minor *</b>		<b>15</b>
Total Hours		84

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Wholly online minors (which must have 9 distinct hours that aren't applied toward a major requirement) include Agribusiness Management, Child Development, Communication Studies, Criminology, Entertainment Media, Event Planning, Family and Youth, Forensic and Investigative Science, General Business, Health Promotion, History, Hospitality and Tourism Management, Human Services, Infant and Toddler, Music Industry, Political Science, Professional Writing and Editing, Religious Studies, Sport Communication, Sport and Exercise Psychology, Strategic Social Media.

## M.S. Integrated Marketing Communications Major Requirements

Code	Title	Hours
Complete a minimum of two of the following:		
IMC 515	Creative Strategy and Execution	6
IMC 516	Direct & Digital Marketing	
IMC 518	Public Relations Concepts and Strategy	
IMC 519	Emerging Media and the Market	
IMC Elective Courses		
Select at least three IMC courses 500-level and above		
IMC 536	Integrated Marketing Communication Campaigns	9
Total Hours		18

## Suggested Plan of Study

### First Year

Fall	Hours	Spring	Hours
IMC 191		2 ACCT 201	3
ENGL 101 (GEF 1)		3 MDIA 215S	3
MDIA 101 (GEF 4)		3 GEF 2	3
IMC 215		3 Minor Course 1	3
Elective		3 Elective	3
Elective		1	
		15	15

### Second Year

Fall	Hours	Spring	Hours
ENGL 102 (GEF 1)		3 ECON 225 (GEF 3)	3
BCOR 350		3 ADPR 439	3
STCM 315 or PR 324S		3 BCOR 380	3
GEF 2		3 MKTG 330	3
GEF 4		3 Minor Course 2	3
		15	15

### Third Year

Fall	Hours	Spring	Hours
ADPR 421S or MKTG 325		3 ADV 403	3
MKTG 350		3 MKTG 315 or ADPR 450	3
Minor Course 3		3 Minor Course 4	3
GEF 5		3 GEF 6	3
400-level MKTG Elective		3 Elective	3
		15	15

### Fourth Year

Fall	Hours	Spring	Hours
ADV 491, PR 491, or MKTG 491		3 IMC 459	3
MDIA 438		3 BCOR 320	3
Minor Course 5		3 GEF 7	3
IMC 410		3 IMC 511	3
IMC 513		3 IMC 512	3
		15	15

**Fifth Year**

<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
IMC Electives (1 and 2 of 3)		6 IMC Specialty Course (2 of 2)	3
IMC Specialty Course (1 of 2)		3 IMC Elective Course (3 of 3)	3
		IMC 536	3
		9	9

Total credit hours: 138

Students in the IMC BS+MS ABM program can share a total of 12 credits, in IMC 410, IMC 511, IMC 512 and IMC 513 across both their graduate and undergraduate degrees.

**Major Learning Outcomes**

**INTEGRATED MARKETING COMMUNICATIONS**

Graduates of the undergraduate IMC program will:

1. Apply critical thinking, creativity and secondary research skills in collaboration with student colleagues and in the completion of written assignments.
2. Illustrate an understanding of consumer and business segments and the importance of reaching, serving and engaging diverse publics.
3. Demonstrate an understanding of the strategic marketing communications planning process and the importance of a demonstrated return on investment.
4. Demonstrate an understanding of the history of media, advertising, marketing and public relations, their complementary roles, and the influence of technology on these professions.
5. Know when and how to apply traditional and social media planning and placement buys in support of an organization's goals.
6. Be able to evaluate and assess ethical, legal and socially responsible marketing communications decisions.
7. Describe the major types of consumer behavior and the stages in the buyer decision process.