

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
General Education		
Select courses to meet General Education requirements ¹		34-35
College Requirements		
Select courses to complete all LAS Competency Areas ¹		36
Communication Core Courses		
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
Integrated Marketing Communications Emphasis Courses		
COMM 324	Integrated Marketing Communication	3
COMM 325	Speaking in Business and the Professions	3
COMM 450	Integrated Marketing Communication Strategy	3
COMM 626	Integrated Marketing Communications Campaigns	3
COMM 631	Historical and Theoretical Issues in Communication	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	
Select 6 credit hours of communication elective credit at the 200-level or above.		6
Open Electives		
Select enough electives to reach 120 credit hours		7-8
Total Credit Hours		120

¹ 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.