

Four-Year Model Plan:
Bachelor of Arts degree in Communication: Integrated Marketing Emphasis

Fall		Spring	
ENGL 101 College English I	3	ENGL 102 College English II	3
MATH 111 College Algebra	3	COMM 111 Public Speaking	3
General Education Fine Arts	3	COMM 305 or COMM 306	3
General Education Social & Behavioral Science* ¹	3	General Education Natural Science ¹	3
General Education Humanities* ¹	3	General Education Humanities* ¹	3
	15		15
Fall		Spring	
COMM 301 Writing for the Mass Audience	3	COMM 324 Integrated Marketing Communication	3
COMM 305 or COMM 306	3	COMM 325 Speaking in Business and the Professions	3
General Education Natural Science with lab	4	Open Elective	3
Beginning Foreign Language I	5	Beginning Foreign Language II	5
	15	Open elective	1
			15
Fall		Spring	
COMM 450 Integrated Marketing Communication Strategy	3	COMM 502 or COMM 525 or COMM 526	3
COMM 430 or COMM 530	3	COMM 535 Communication Analysis and Criticism	3
Major Elective (300+)	3	General Education Social and Behavioral Science*	3
Intermediate Foreign Language	5	General Education Social and Behavioral Science*(if needed)	3
Open elective	1	Open Elective	3
	15		15
Fall		Spring	
COMM 502 or COMM 525 or COMM 562	3	COMM 626 Integrated Marketing Communication Campaigns	3
Major elective (300+)	3	COMM 631 Historical and Theoretical Issues in Comm.	3
Upper Division General Education S&B Science	3	Upper Division General Education Humanities	3
Upper Division General Education Natural Science	3	LAS elective	3
Open elective	3	Open elective	3
	15		15

*Fairmount College of Liberal Arts and Sciences requires all students to complete Literature and either U.S. History or American Politics

¹ All incoming freshman are required to take one First-Year Seminar as part of their General Education program.