

Typical Course Sequence for Interdisciplinary Bachelor of Arts in Integrated Marketing Communication (IMCO)

Major Description

This interdisciplinary major is designed to give practical preparation in the field of modern integrated marketing communication. This requires a thorough grounding in the fundamentals of business, principles of effective mass communication, an introduction to modern corporate image, branding, advertising, public reputation communication, and public relations practices, as well as insight into the behavior patterns of stakeholder audiences and consumers. Successful completion of the program will allow graduates the flexibility to step into responsible positions in the areas of either marketing management or communication management.

Entrance Requirements: Students wishing to declare the IMC major must have a **3.20 gpa** on a minimum of **24 graded college units**.

For more information, advising and approval for this major, please contact Dr. Don Shores in the Communication Division at Don.Shores@pepperdine.edu.

General Education Core Requirements: (12 units taken as part of the GE requirements)

___	COM 180	Public Speaking and Rhetorical Analysis	(4)
___	COM 240	Introductory Statistics	(4)
___	ECON 200	Economic Principles	(4)

Interdisciplinary Major in Integrated Marketing Communication (IMC) (52-55 Units)

Lower Division Requirements: 15 Units

___	ADV 275	Introduction to Advertising	(4)
___	BA 220	Accounting & Finance for Non-Business Majors	(4)
___	COM 205	Storytelling Through Media	(3)
___	PR 255	Fundamentals of Public Relations	(4)

Upper Division Requirements: 38-42 Units

___	ADV 375	Advertising Media	(4)
___	BA 355	Principles of Marketing	(3)
___	BA 470	Marketing Research	(4)
___	BA 471	Marketing Strategy	(3)
___	MSCO 371	Communication Graphics	(4) (prereq. COM 205)
___	COM 490	Senior Seminar (IMCO Specialization)	(4)
___	COM 595	Internship in IMCO	(1)

Choose ONE of the following:

___	BA 352	Management Theory and Practice	(3)
___	BA 366	Organizational Behavior	(3)

Choose ONE of the following:

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BA 410	Business Ethics	(4)
COM 400	Communication Ethics	(3)

Choose ONE of the following:

BA 358	Legal Environment of Business	(3)
COM 570	Media Law	(4)

Choose TWO of the following:

___	ADV 475	Advertising Copywriting & Layout	(4) (prereq. ADV 375)
___	ADV 575	Advertising Campaign Management	(3) (prereq.: ADV 475)
___	BA 474	International Marketing	(3) (prereq. BA 355)
___	COM 408	Multimedia Production & Authoring	(3) (Spring)
___	MSCO 380	Digital Strategy	(4) (prereq MSCO 371)
___	MSCO 560	Philosophy and Effects of Mass Comm.	(4) (Fall)
___	PR 380	Public Relations Writing	(4) (prereq. JOUR 241)
___	PR 455	Public Relations Techniques and Campaigns	(4) (prereq.: PR 380)