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)