

## TYPICAL SEQUENCE FOR COMMUNICATION DIVISION MAJORS INTEGRATED MARKETING COMMUNICATION

Admission to the IMC major requires a GPA of 3.2. Students may declare the major after earning more than 24 units in residence at Seaver College with a cumulative 3.2 GPA. Students must be admitted to the major before earning 85 units, or have a waiver from the Communication Division. You can create a 4-year plan on the Navigate platform. Please confirm your plan with your major advisor. This document is for planning purposes only. For specific graduation requirements, consult the Seaver catalog.

<b><u>First Year</u></b>		<b>Prerequisite/Notes</b>
COM 180	Public Speaking and Rhetorical Analysis (4)	GE
COM 240	Introductory Statistics (4)	*student may substitute BA 216, POSC, PSYC 250, or SOC 250 (GE)
ECON 200	Economic Principles (4)	GE *students may substitute ECON210
ADV 275	ADV 275: Introduction to Advertising (4)	
PR 255	PR 255: Principles of Public Relations (4)	*if student is going abroad sophomore year it is important to take both ADV 275 & PR 255

<b><u>Second Year *</u></b>		<b>Prerequisite/Notes</b>
One of the following:	BA 220: Acct & Finance for Non-Bus Majors (4)	
	COM 225: Accounting and Finance for Communication Division Majors (4)	Spring 2026-labeled as COM 292
BA 355	Principles of Marketing (3)	May take in Year 3
COM 205	Storytelling Through Media (3)	
IMC 385	Integrated Marketing Communication (3)	BA 220 or COM 225, COM 205, PR 255, ADV 275

\*If a student goes abroad, they should try to take as many of these as possible before they go.

<b><u>Third Year</u></b>		<b>Prerequisite/Notes</b>
ADV 375	Advertising Media (4)	ADV 275
BA 470	Marketing Research (4)	BA 355/May take in fall of Year 4
BA 366	Organizational Behavior (3)	*may substitute for BA352
One of the following:	MSCO 371: Communication Graphics (4)	ART 230 or COM 205
	ART 330 Explorations in Digital Art (3)	ART 230

Summer - COM 495: Communication Internship (1-4) *IMC students must complete BA 355, MSCO 371, ADV 375, complete 76 units and receive major advisor approval before beginning internship.* Internship Presentation for further details:

[https://docs.google.com/presentation/d/1N4xyfQOQFBQQYJvVTQcpZlcZBGM2MI\\_uJ/edit#slide=id.p1](https://docs.google.com/presentation/d/1N4xyfQOQFBQQYJvVTQcpZlcZBGM2MI_uJ/edit#slide=id.p1)

<b>Fourth Year</b>		<b>Prerequisite/Notes</b>
BA 471	Marketing Strategy (3)	BA 355
IMC 485	Adv. Integrated Marketing Communication (4)	IMC 385, Completion of BA 470 & 471, if possible
Choose <u>one</u> of the following:	BA 350: Business Ethics (3)	
	COM 400: Communication Ethics (3)	Senior status only
Choose <u>one</u> of the following: (may take during 3rd year)	IMC 390 Direct and Digital Marketing (3)	IMC 385
	PR 390 Digital Media and Public Relations (4)	PR 255/MSCO 371
	ADV 480 Digital Strategy for ADV (4)	ADV 375
Choose <u>one</u> IMC elective	ADV 385, ADV 461, BA 358, BA 400, BA 474, COM 570, PR 455, or PR 505 (3-4)	See catalog for details



Scan to learn more about the IMC major.