

**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.

| <u>First Year</u> | | Prerequisite/Notes |
|-------------------------------------|---|---|
| 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 |
| <u>One of the following:</u> | ADV 275: Introduction to Advertising (4) | |
| | PR 255: Principles of Public Relations (4) | |

| <u>Second Year *</u> | | Prerequisite/Notes |
|-------------------------------------|--|----------------------------------|
| BA 220 | Acct & Finance for Non-business Majors (4) | |
| 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, COM 205, PR 255, ADV 275 |
| <u>One of the following:</u> | ADV 275: Introduction to Advertising (4) | |
| | PR 255: Principles of Public Relations (4) | |

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

| <u>Third Year</u> | | Prerequisite/Notes |
|-------------------------------------|---|-----------------------------------|
| ADV 375 | Advertising Media (4) | ADV 275 |
| BA 470 | BA 470: Marketing Research (4) | BA 355/May take in fall of Year 4 |
| BA 366 | Organizational Behavior (3) | ENG 101 |
| <u>One of the following:</u> | 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)

(Must Take BA 355, MSCO 371, ADV 375, complete 76 units and receive major advisor approval before beginning internship). Internship Presentation:

https://docs.google.com/presentation/d/1N4xyfQOQFBQOYJvVTQcpZlcZBGM2MI_uJ/edit#slide=id.p1

| Fourth Year | | Prerequisite/Notes |
|--|--|---|
| BA 471 | Marketing Strategy (3) | BA 355 |
| IMC 485 | Adv. Integrated Marketing Communication (4) | Completion of BA 470 & 471, if possible |
| Choose <u>one</u> of the following: | BA 350: Business Ethics (4) | |
| | COM 400: Communication Ethics (3) | Senior status |
| 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 |