

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 (4)	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/1N4xyfQOQFBQQYJvVTQcpZlCZBGM2MI_uJ/edit#slide=id.p1

<u>Fourth Year</u>		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