

BACHELOR OF SCIENCE

JOURNALISM & MEDIA STUDIES- *Integrated Marketing Communication*

The Department of Journalism and Media Studies is committed to excellence in teaching, bringing industry based applications to the classroom, and providing practical experiences that assist students with attaining employment in media. With the option of choosing one of the three concentrations offered within the department, students are exposed to theoretical and hands on experiences. Integrated Marketing Communications (IMC) incorporates practices of marketing, public relations, and advertising to teach students the strategies of corporate branding and marketing.

*College of
Liberal
Arts*



COURSE TYPE DESCRIPTIONS

| | | |
|-----------------------------|------------|--|
| General Education Core | GEC | General Education Core (GEC) courses are courses that every student must take in order to obtain a degree from Jackson State University. GEC courses are essential to every undergraduate degree at Jackson State University. Collectively, there are 30 credit hours of GEC course requirements. |
| General Education Pathway | PATH | General Education Pathway (PATH) courses are courses that are connected through interdisciplinary themes and are selected at the student's discretion to fulfill the general education curriculum. Through experiential learning and reflective writing, students will have the opportunity to integrate knowledge across courses, develop their skills and an enhanced sense of civic responsibility. Students select nine (9) hours from the pathway of choice. Each pathway concludes with a related one (1) credit hour a University Required (UR) course. |
| University Required | UR | University Required (UR) courses are courses that are specific to Jackson State University and are designed to integrate students within the Jackson State University community by promoting student success resources, strategies and high impact practices. |
| Degree Program Requirement | DPR | Degree Program Required (DPR) courses are courses that are required for completion of a degree program within the specified major. |
| Electives | DPE or GEL | Electives are courses selected at a student's discretion and provide opportunities for students to pursue their academic interests. There are two types of electives. Degree Program Elective (DPE) courses are elective courses that are partially restricted such that students select courses from a specified group of identified courses (e.g., departmental elective courses) to fulfill a particular requirement. General Elective (GEL) courses are courses that may be selected from any program for which the student has fulfilled the proper prerequisites. |
| Professional Concentrations | PC | Professional Concentration (PC) courses complement Degree Program Required courses and allow students to have a concentrated area of study within the major. |

Student Name: _____

J-Number: _____

Advisor: _____

COLLEGE OF LIBERAL ARTS
JOURNALISM & MEDIA STUDIES
CONCENTRATION: INTEGRATED MARKETING
COMMUNICATIONS

Entering Term: _____

Expected Graduation Date: _____

Pathway: _____

FRESHMAN YEAR FALL 1ST SEMESTER

| COURSE | COURSE TITLE | CREDIT HOURS | COURSE TYPE | GRADE | SUCCESS MARKER/NOTE |
|----------|------------------------------------|--------------|-------------|-------|---------------------|
| UNIV 100 | University Success | 2 | UR | | |
| ENG 104 | Composition I | 3 | GEC | | |
| MATH 114 | Quantitative Reasoning | 3 | GEC | | |
| | Humanities & Fine Arts Option | 3 | GEC | | |
| | Social & Behavioral Science Option | 3 | GEC | | |
| | Natural Science Option | 3 | GEC | | |
| | TOTAL CREDIT HOURS | 17 | TERM GPA: | | |

Comments: _____

FRESHMAN YEAR SPRING 2ND SEMESTER

| COURSE | COURSE TITLE | CREDIT HOURS | COURSE TYPE | GRADE | SUCCESS MARKER/NOTE |
|----------|-------------------------------|--------------|-------------|-------|---------------------|
| ENG 105 | Composition II | 3 | GEC | | |
| SPCH 215 | Training the Speaking Voice | 3 | DPR | | |
| | Humanities & Fine Arts Option | 3 | GEC | | |
| | Natural Science Option | 3 | GEC | | |
| | Pathway Option | 3 | PATH | | |
| | TOTAL CREDIT HOURS | 15 | TERM GPA: | | |

Comments: _____

SOPHOMORE YEAR FALL 1ST SEMESTER

| COURSE | COURSE TITLE | CREDIT HOURS | COURSE TYPE | GRADE | SUCCESS MARKER/NOTE |
|---------|------------------------------------|--------------|-------------|-------|---------------------|
| JMS 200 | Introduction to Mass Communication | 3 | DPR | | |
| ECO 211 | Principles of Economics | 3 | DPR | | |
| ACC 211 | Principles of Financial Accounting | 3 | DPR | | |
| | Pathway Option | 3 | PATH | | |
| | Humanities & Fine Arts Option | 3 | GEC | | |
| | TOTAL CREDIT HOURS | 15 | TERM GPA: | | |

Comments: _____

SOPHOMORE YEAR SPRING 2ND SEMESTER

| COURSE | COURSE TITLE | CREDIT HOURS | COURSE TYPE | GRADE | SUCCESS MARKER/NOTE |
|----------|------------------------------------|--------------|-------------|-------|---------------------|
| UNIV 200 | Civic Engagement | 1 | UR | | |
| JMS 201 | Introduction to Media Writing | 3 | DPR | | |
| MNGT 330 | Management to Organization | 3 | DPR | | |
| JMS 330 | Introduction to IMC | 3 | DPR | | |
| | Social & Behavioral Science Option | 3 | GEC | | |
| | Pathway Option | 3 | PATH | | |
| | TOTAL CREDIT HOURS | 16 | TERM GPA: | | |

Comments: _____

| JUNIOR YEAR FALL 1ST SEMESTER | | | | | |
|-------------------------------|------------------------------------|--------------|-------------|-------|---------------------|
| COURSE | COURSE TITLE | CREDIT HOURS | COURSE TYPE | GRADE | SUCCESS MARKER/NOTE |
| MKT 351 | Marketing Management | 3 | DPR | | |
| JMS 301 | Introduction to News Reporting | 3 | DPR | | |
| JMS 336 | Advertising Copy Layout and Design | 3 | DPR | | |
| JMS 423 | Advertising Media and Selection | 3 | DPR | | |
| JMS 470 | Writing for Public Relations | 3 | DPR | | |
| | TOTAL CREDIT HOURS | 15 | TERM GPA: | | |

Comments:

| JUNIOR YEAR SPRING 2ND SEMESTER | | | | | |
|---------------------------------|---------------------------|--------------|-------------|-------|---------------------|
| COURSE | COURSE TITLE | CREDIT HOURS | COURSE TYPE | GRADE | SUCCESS MARKER/NOTE |
| FIN 320 | Business Finance | 3 | DPR | | |
| JMS 425 | Advertising Sales | 3 | DPR | | |
| JMS 471 | Public Relations Practice | 3 | DPR | | |
| MKT 432 | Advertising | 3 | DPR | | |
| JMS 486 | Practicum | 3 | DPR | | |
| | TOTAL CREDIT HOURS | 15 | TERM GPA: | | |

Comments:

| SENIOR YEAR FALL 1ST SEMESTER | | | | | |
|-------------------------------|--|--------------|-------------|-------|---------------------|
| COURSE | COURSE TITLE | CREDIT HOURS | COURSE TYPE | GRADE | SUCCESS MARKER/NOTE |
| JMS 310 | Media Production I | 3 | DPR | | |
| JMS 401 | Research Methods in Mass Communication | 3 | DPR | | |
| MKT 450 | Personal Selling | 3 | DPR | | |
| JMS 400 | Media Law | 3 | DPR | | |
| JMS 489 | Internship | 3 | DPR | | |
| | TOTAL CREDIT HOURS | 15 | TERM GPA: | | |

Comments:

| SENIOR YEAR SPRING 2ND SEMESTER | | | | | |
|---------------------------------|---|--------------|-------------|-------|---------------------|
| COURSE | COURSE TITLE | CREDIT HOURS | COURSE TYPE | GRADE | SUCCESS MARKER/NOTE |
| JMS 405 | Media Ethics | 3 | DPR | | |
| JMS 473 | IMC Campaigns | 3 | DPR | | |
| MNGT 458 or MNGT 462 | Strategic Management or Strategic Process | 3 | DPR | | |
| JMS 499 | Capstone | 3 | DPR | | |
| | TOTAL CREDIT HOURS | 12 | TERM GPA: | | |

Comments:

TOTAL HOURS: 123 REQUIRED

Candidates that transfer 12 or more hours of college credit are exempt from UNIV 100: University Success; however, the student must take 2 hours of general electives to replace UNIV 100.

Student Signature: _____

Advisor Signature: _____