

# **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	<b>General Education Core (GEC)</b> 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	<b>General Education Pathway (PATH)</b> 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	<b>University Required (UR)</b> 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	<b>Degree Program Required (DPR)</b> courses are courses that are required for completion of a degree program within the specified major.
Electives	DPE or GEL	<b>Electives</b> are courses selected at a student's discretion and provide opportunities for students to pursue their academic interests. There are two types of electives. <b>Degree Program Elective (DPE)</b> 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. <b>General Elective (GEL)</b> courses are courses that may be selected from any program for which the student has fulfilled the proper prerequisites.
Professional Concentrations	PC	<b>Professional Concentration (PC)</b> 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: 120 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: \_\_\_\_\_