2016-2017 **Houghton College Degree Audit Sheet**

Student:	**Minimum 124 semester hours required for graduation** **18 of the last 24 hours must be at Houghton** **Must have 30 hours at Houghton** **One half of major must be at Houghton** *Must have C- or above in each course to meet Major, Concentration, or Minor credit* *Must have 62 liberal arts credits for BS degree or 93 liberal arts credits for a BA degree*
Major: **Integrated Marketing Communication**	
Minor:	
BA/BS Advisor:	

Integrated Marketing Communication Major ***(35-37 hrs)***			
Integrative Studies *(see IS Audit Sheet – one Community met by major)*			
Co-requisite			**2 hrs**
(2) Presentational Speaking (IS - one Community)	LA		
Half of credits listed below must be taken at Houghton			
Core			**19 hrs**
(4) Introduction to Communication Theory	LA	(4) Introduction to Mass Media	LA
(4) Interpersonal Communication	LA	(3) Organizational Communication	LA
(4) Seminar in Public Communication	LA		
Concentration			**14-16 hrs**
Required Courses			
(3) Marketing Principles		(3) Marketing Research	
(3) Advertising & Public Relations Principles		(3) Integrated Marketing Communication Seminar	
Elective ***(must be COMM prefix)***			
(2-4)			

08-08-16