

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 <i>Must have C- or above in each course to meet Major, Concentration, or Minor credit</i> <i>Must have 62 liberal arts credits for BS degree or 93 liberal arts credits for a BA degree</i>	
Major: Integrated Marketing Communication			
Minor:			
BA/BS	Advisor:		
<i>Integrated Marketing Communication Major</i> (38-42 hrs)			
<i>General Education</i> (see GenEd Audit Sheet)			
<i>Half of credits listed below must be taken at Houghton</i>			
<i>Core</i>		18 hrs	
(3) COMM 205 Introduction to Comm Theory	LA	(3) COMM 214 Introduction to Mass Media	LA
(3) COMM 215 Interpersonal Communication	LA	(3) COMM 216 Organizational Communication	LA
(4) COMM 417 Seminar in Public Communication	LA	(2) COMM 101 Presentational Speaking	LA
(2) COMM 115 Foundations of Digital Comm	LA		
<i>Concentration</i>		12 hrs	
<i>Required Courses</i>			
(3) COMM 218 (BADM) Marketing Principles		(3) BADM 319 Marketing Research	
(3) COMM 312 (BADM) Advertising Principles		(3) COMM 315 (BADM) Public Relations Principles	
<i>Concentration Electives – Three electives, including at least 1 writing course and at least 8 hours, chosen from:</i>			
COMM 228 Digital Video I		COMM 232 Intro to Web Communication	
COMM 243 Graphic Design I		COMM 283 Intro to Digital Photography	
COMM 284 Intro to Digital Imaging		COMM 289/389/489 Internship	
COMM 295/395 Special Topics		COMM 314 New Media and Society	
COMM 316 Advanced Presentational Speaking		COMM 345 Graphic Design II	
COMM 380 Lighting for Still and Moving Image		COMM 384 Advanced Digital Imaging	
WRIT 214 Literary Non-Fiction		WRIT 216 Print Journalism	
WRIT 217 Professional Writing		WRIT 312 Writing for Social Change	