

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</i>
Major: Integrated Marketing and Communication		
Minor:		
BS	Advisor:	
<i>Integrated Marketing and Communication (40 credits)</i>		
<i>Core Requirements</i> 25 credits		<i>Section: Notes or Distinct Courses for Added Major (24 credits min.) and/or Minor (12 credits min.)</i>
	(1) ID Student Success Seminar	
	(3) BADM 200 Business Writing	
	(3) BADM 210 Fundamentals of Management	
	(3) BADM 202 Accounting & Finance Principles	
	(3) BADM/COMM 218 Marketing Principles	
	(3) BADM/PSY 309 Statistics LA	
	(3) BADM 475 Organizational Development (ONL)	
	(3) ECON 201 Intro to Economics	
	(3) PHIL 303 Organizational Ethics (ONL) LA	
<i>Major-Specific Requirements</i> 15 credits		
	(3) BADM/COMM 304 Social Media Marketing (ONL)	
	(3) BADM/COMM 312 Advertising Principles	
	(3) BADM/COMM 315 Public Relations Principles	
	(3) BADM 319 Marketing Research (ONL)	
<i>Choose one (1) course option listed below</i>		
	(3) BADM/COMM 335 Integrated Marketing Comm.	
	(3) COMM 215 Interpersonal Communication LA	
	(3) PSY 218 Social Psychology LA	
	(3) SOC 335 Diversity in the Workplace (ONL) LA	
<i>Total Credits (40)</i>		
<i>Main campus students will be required to take main campus course offering when available. If a scheduling conflict occurs, main campus students may petition to take the online course version by permission of the main campus instructor and Business and Economics department chair.</i>		