

Student:		<p align="center">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 a BS degree or 93 liberal arts credits for a BA degree</i></p>	
Major: Communication Concentration: Integrated Marketing & Communication			
Minor:			
BA/BS	Advisor:		
Communication Major (38-42 hrs)			
General Education (see GenEd Audit Sheet)			
Half of credits listed below must be taken at Houghton			
Core Requirements			18 hrs
(2) COMM 101 Presentational Speaking	LA	(3) COMM 215 Interpersonal Communication	LA
(2) COMM 115 Foundations of Digital Comm.		(3) COMM 216 Organizational Communication	LA
(3) COMM 205 Introduction to Comm. Theory	LA	(2) COMM 417 Seminar in Public Communication	LA
(3) COMM 214 Introduction to Mass Media	LA		
Integrated Marketing & Communication Concentration			12 hrs
(3) COMM/BADM 218 Marketing Principles		(3) COMM/BADM 315 Public Relations Principles	
(3) COMM/BADM 312 Advertising Principles		(3) BADM 319 Marketing Research	
<i>Concentration Electives – 3 Electives, including at least 1 writing course, chosen from below</i>			min. 8 hrs
(4) COMM 228 Digital Video I		(2) COMM 316 Advanced Presentational Speaking	LA
(4) COMM 232 Intro to Web Communication	LA	(4) COMM 345 Graphic Design II	
(4) COMM 243 Graphic Design I		(4) COMM 380 Lighting for Still & Moving Image	
(4) COMM 283 Intro to Digital Photography		(4) COMM 384 Digital Imaging II	
(4) COMM 284 Intro to Digital Imaging		(3) WRIT 214 Literary Nonfiction	LA
(1-4) COMM 289, 389, 489 Internship		(2-3) WRIT 216 Print Journalism I	LA
(1-4) COMM 295, 395 Special Topics	LA	(3) WRIT 217 Professional Writing	
(3) COMM 304 Social Media Marketing		(3) WRIT 312 Writing for Social Change	LA
(3) COMM 314 New Media & Society	LA		