

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 Communication		
Minor:		
BS	Advisor:	
Integrated Marketing Communication (40 hrs)		

General Education (see GenEd Audit Sheet)

Half of credits listed below must be taken at Houghton

Core Requirements	25 hrs	Notes or Distinct Courses for Added Major (24 credits min.) and/or Minor (12 credits min.)
(1) ID 200 Student Success Seminar (online students)		
(3) BADM 200 Business Writing		
(3) BADM 202 Accounting & Finance Principles		
(3) BADM 210 Fundamentals of Management		
(3) BADM/COMM 218 Marketing Principles		
(3) BADM/PSY 309 Statistics	LA	
(3) BADM 475 Organizational Development		
(3) ECON 201 Introduction to Economics	LA	
(3) PHIL 303 Organizational Ethics	LA	
Major-Specific Requirements	15 hrs	
(3) BADM/COMM 304 Social Media Marketing		
(3) BADM/COMM 312 Advertising Principles		
(3) BADM/COMM 315 Public Relations Principles		
(3) BADM 319 Marketing Research		
<i>Choose 3 credits from elective course options 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	LA	

Main campus students will be required to take main campus course offerings when available. If a scheduling conflict occurs, main campus students may request to take the online version of the course by seeking permission from the main campus instructor and the Business and Economics department chair.